



Position Description

Position Title: Marketing Support Manager
Department: Advancement
Reports To: Director of Marketing
FLSA Status: Exempt
Salary Grade: Commensurate with Experience
Date Revised: 6/29/23

Duties and responsibilities

Do you have a passion for storytelling and a heart for people? At Victory Mission, marketing is about helping the Springfield community identify with problems surrounding homelessness, addiction, incarceration, and poverty that plague our city and help them see that no life is beyond repair. Victory Mission helps people become independent and gives them tools to rebuild their lives. Whether donor, volunteer, or someone in the midst of a hopeless situation, our role is to be a mouthpiece for the organization and help inspire lasting change. After all, lifelong Victory is for everyone.

Assist the Victory team in creating strategic marketing plans and executing them. Contribute to creation and management of content for the Victory website, social media, and email marketing platforms. Daily activities could be composed of copywriting, graphic design, videography, photography, and web design.

Social Media

- Create and publish content on social media platforms including Facebook, Instagram, and LinkedIn.
- Build meaningful connections with audiences, increase brand awareness, and encourage community members to engage with the Victory Mission brand
- Collaborate with Marketing Director to develop social media campaigns
- Conduct competitive research, platform determination, messaging and audience identification
- Stay up to date with current social media best practices and technologies
- Moderate and respond to inbound messages and mentions

Copywriting

- Assist with copywriting and design for direct mail, email marketing, website, or social media
- Write clear and error-free content that reflects Victory Mission's brand voice
- Meet with Marketing and Advancement teams to understand message, brand voice, and target audience
- Interpret creative direction and technical information and turn them into persuasive copy concepts

Photography and Videography

- Film and photograph Victory Mission events, program activities, and interviews
- Create audio-visual content such as interviews and commercials for social channels and other online formats
- Use knowledge of software programs like Adobe Premiere, Final Cut Pro, Canva, Photoshop and Lightroom to create visual pieces.

Graphic Design

- Design graphics to meet specific promotional needs including social media posts, website graphics, banner ads, displays, print materials, packaging, etc.

CRM Management

- Assist with Virtuous CRM data management, event tools, and email scheduling

Participate in evening and weekend events and activities as required.

Qualifications

- Bachelor's degree in communications, marketing, business, or related field or equivalent combination of education and experience.
- Relevant marketing experience and enthusiasm for storytelling
- Knowledge of design techniques, tools, and principles
- Strong understanding of marketing best practices and CRM systems
- Ability to conceive fresh and appealing ideas for new content that establishes or supports Victory Mission's brand identity
- Strong skills in creating original content that targets a specific audience and meets company objective
- Excellent written and verbal communication skills
- The ability to organize a workload efficiently and work independently with little supervision
- Strong computer skills, reliable transportation and ability to work a flexible schedule
- Kind, patient, and a good team player

Preferred

- At least 2 years of marketing experience
- Experience with Customer Relations Management system
- Experience with crafting social media, email copy, newsletters and client stories
- Experience in graphic design, videography, photography

Physical Demands:

The physical demands described here are representative of those that must be met by an associate to perform the essential functions of this job. While performing the duties of this position, the associate is regularly required to operate a computer and communicate with donors, participants, guests, partners, vendors, and associates. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the workday. The associate may occasionally manually lift and/or move up to 20 pounds. Proper lifting techniques required. The associate may be required to assist in case of emergency situations with participants and associates related to CPR/First Aid procedures.

Personal Attributes and Values:

Have a personal relationship with the Lord Jesus Christ and a deep desire to serve Him
Be a consistent witness for Jesus Christ; Possess and demonstrates excellent integrity
Exhibits spiritual maturity as defined by evangelical biblical standards
Has a heart of compassion and caring toward the homeless and hurting, and is passionate about ministering life transformation in a multi-ethnic urban ministry setting
Demonstrates a courteous and Christ-like manner with internal and external partners

Our Mission and Conditions: Springfield Victory Mission is a 501(c)(3) non profit, evangelical Christian Ministry; as such employees must share the Mission's Statement of Faith, and adhere to the Mission's employee manual and guidelines set forth by the ED.

I understand this position description describes the work to perform. Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time. I have read and received a copy of this job description.