



Job Title: Marketing Manager

Supervisor: President

Type of Employment: Full-time, Hourly

Reading Legacies is in the business of *change*. Help us awaken passion and inspire community action, as we work to facilitate supportive relationships for children and youth through family and friends reading aloud with them. If you're looking for a dynamic, impact-driven organization that values passion and professionalism, we want to meet you! Reading Legacies is *compassion in action*.

Position Overview:

Reading Legacies is seeking a dynamic and passionate Marketing Manager to join our team. As the Marketing Manager, you will play a crucial role in generating awareness about our impactful programs, collaborating with the program team, and supporting fundraising initiatives. Reporting directly to Betty Mohlenbrock, Founder & President, you will also work closely with our Board of Trustees and Development Director.

Key Responsibilities:

1. **Content Creation:** Develop and manage engaging social media content, ensuring alignment with the organization's mission and values.
2. **Website Management:** Oversee and maintain the organization's website to ensure it reflects the latest information and resonates with the target audience.
3. **Collaboration with Program Team:** Work closely with program managers to craft effective campaigns, share audience insights, and amplify the impact of programs such as Book Bridges, Youth Readers, First Teachers, and Storybook Inspirations.
4. **Email and Direct Mail Marketing:** Create quarterly email and direct mail campaigns targeting our email and direct mail lists.
5. **Social Media Growth:** Implement strategies to grow and engage our social media accounts, fostering connections with the underserved communities in San Diego.
6. **Sponsor and Grantor Relationship Building:** Nurture relationships with potential sponsors and grantors, assisting in messaging that aligns with the organization's goals.
7. **Assist in Company Messaging:** Collaborate with the programming team to ensure consistent and impactful messaging that resonates with the organization's vision.

Collaboration Initiatives:

- Work with 3rd party vendors to assist in ongoing programs and campaigns
- Explore and establish collaborations across social media and other marketing channels.

Key Skills and Qualifications:

- Proficient in social media management, email marketing, ad campaigns, graphic design, and video design.
- Strong communication and collaboration skills.
- Previous experience in a non-profit or educational setting is a plus.

Performance Metrics:

- Social Media Growth
- Email Open Rates
- Website Traffic
- Program Participation

Budget Management:

- Request funding for budgeted ads.
- Manage funding on social media ad platforms.

Founder's Note:

Betty J. Mohlenbrock, M.Ed., brings her extensive experience in education, reading, program management, and nonprofit governance to Reading Legacies. Her vision is to create supportive relationships for children through the power of reading aloud.

Mission and Vision:

Mission: To facilitate supportive relationships for children through family and friends reading aloud with them.

Vision: That all children will feel the security of caring adult relationships and develop a love of reading through the read-aloud experience.

Core Values

- Live the mission/Inspire change through “reading relationships”/Value partnerships/Exhibit positive attitude

Office Culture:

- Communicate openly to ensure collaboration/Understanding and supportive of each other and the team/Respect others and value their opinions/Encourage learning and growth

Salary commensurate with experience.

If interested in applying, send resume and cover letter in a word or pdf format to Betty Mohlenbrock at betty@readinglegacies.org.