



Job Description

JOB TITLE: Marketing & Outreach Manager

REPORTS TO: Executive Director

Summary of Job Functions:

Maintain and increase Peer Power's image and community awareness. Plan and coordinate activities, with approval from Executive Director, designed to create or maintain a favorable public image for their organization. Develop, coordinate, and execute marketing campaigns through use of flyers, social media, and website management. Collect and analyze data about target demographic to improve organization's marketing efforts. Manage membership forms and create membership drives with the Executive Director.

Essential Job Functions:

- Coordinate weekly social media posts.
- Create flyers for different trainings and outreach events.
- Plan and coordinate activities, with Executive Director, to promote and increase image of the organization.
- Manage and update organization's website.
- Collect and analyze data about target demographic.
- Design and implement marketing campaigns.
- Help Executive Director manage annual Summit and other events as necessary.
- Manage membership forms and help Executive Director create membership drives.
- Submit monthly report to Executive Director.

Education and Experience:

- Excellent knowledge of MS Office, Excel, and various social media sites.
- High School Diploma or GED.
- Two years in the field of developmental disabilities preferred.
- Significant experience with disabilities required, person with disabilities preferred.

Physical Demands:

- Sitting in a normal seated position for extended periods of time.
- Standing and moving about for extended periods of time.
- Reaching by extending hand(s) or arm(s) in any direction.
- Finger dexterity required to manipulate objects with fingers rather than with whole hand(s) or arm(s), for example, using a keyboard.
- Communication skills using the English spoken word.
- Ability to lift a minimum of 30 lbs.

Employee's Name Printed

Employee Signature

Date