



**Position:** Marketing Manager

## **POSITION OVERVIEW**

The Marketing Manager will coordinate and develop marketing policies, programs, and campaigns. The Marketing Manager will ensure the Michigan AFL-CIO's WDI Division achieves its plans for growth in alignment with its mission, vision, and values. This individual will report to the Communications Director and work closely to be a key player in marketing and communications efforts cross-divisions and network-wide. The Marketing Manager will be responsible for digital content creation, WDI's editorial calendar, and all aspects of the division's Social Media presence.

## **RESPONSIBILITIES:**

- Collaborate with Communications to develop marketing and communications plans to promote the WDI Division's resources, research, publications, public awareness and advocacy efforts, and the network of affiliate Mentoring Partnerships
- Execute marketing strategy for national mentoring public awareness campaigns (National Mentoring Month, In Real Life, Attendance Awareness Month, etc.)
- Write and edit content for WDI's website and email marketing efforts, including a monthly newsletter
- Contribute to affiliate Mentoring Partnerships' marketing and communications support, including branding and online engagement
- Maintain communications editorial calendar for MENTOR staff use for web, email, and social media
- Manage WDI's network-wide digital asset library through ImageRelay
- Contribute to corporate/partner engagement content development in collaboration with key staff (Annual Fund, Annual Report)
- Support media and other relevant external partner relationships as needed

### Social Media Management

- Manage all aspects of WDI's social media presence (WDI's website, Facebook, Instagram, Twitter, and YouTube)
- Drive strategy to increase daily engagement on WDI's social media accounts
- Lead content creation for WDI's Social Media, including written blog content, tweets, posts & videos
- Increase awareness for key mentoring initiatives and events.

### Data & Analytics

- Monitor, report, and present on online engagement analytics (web, email, social media, earned media)
- Leverage key engagement metrics across platforms to optimize content, messaging, and distributions

## QUALIFICATIONS:

- 3-5 years of relevant professional experience in marketing, preferably in a nonprofit organization
- Bachelor's degree in a related field, such as journalism, public relations, or communications
- Excellent written and verbal communication skills
- Strong attention to detail and proofreading skills
- Proven results in implementing marketing and communications strategic plans
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies (Sprout Social, Tweet reach, Meltwater, etc.) to engage a diverse audience
- Familiarity with CMS platforms and basic HTML (WordPress, etc.)
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Specialized experience a plus –for example, working with an intermediary organization on a national scale
- Passion for supporting disadvantaged youth and youth mentoring initiatives

The position is Open until filled.

**SALARY:** \$65,000.00 – 70,000.00

**How to Apply:** Please submit a resumé and brief cover letter to [work@miaflcio.org](mailto:work@miaflcio.org).

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## Justice, Equity, Diversity, and Inclusion - EEOC

Our organization is an equal opportunity employer and seeks to build diversity among our officers, staff, and members. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Women, people of color, LGBTQ, veterans, and disabled candidates are encouraged to apply.

## Organization

The Michigan AFL-CIO is a nonprofit federation of more than forty labor unions representing over 1 million working people across Michigan. Our mission is to improve the lives of working families—to bring economic justice to the workplace and social justice to our state and the nation. Employees of the Michigan AFL-CIO may work in collaboration with one, or all, of our affiliated nonprofit organizations in the Federation, including:

Michigan AFL-CIO Workforce Development Institute: our affiliated 501(c)(3) nonprofit organization was established to combat economic and environmental injustice by connecting the unemployed or underemployed with the training and resources necessary to find gainful employment and transition Michigan to a cleaner, greener economy.

Michigan AFL-CIO Labor Foundation: is our affiliated 501(c)(3) charitable nonprofit organization established to combat economic and social injustice by connecting the working people with resources within Michigan's charitable, educational and legal systems.

Michigan AFL-CIO Advocates: is our affiliated 501(c)(4) nonprofit organization, established to unite labor leaders, policymakers, and the general public to educate and advocate for policies, programs, and projects to bring economic justice to the workplace and social justice to communities across Michigan.