



Position Description: Manager of Marketing and Communications

Benefits in Action is a nonprofit organization dedicated to supporting our diverse community with a focus on the elderly and underserved, to improve their understanding, access, and utilization of food- and health-related benefits to enhance food security, health, and well-being. In 2022, Benefits in Action provided services to more than 14,000 individuals by assisting them with Medicaid, Medicare, Connect for Health, SNAP, food delivery, and issues related to social isolation. Volunteers are an integral part of our organization.

About the Role:

The Manager of Marketing and Communications is responsible for the development, implementation and sustainment of the marketing and communication plan including social media, digital assets, fundraising communications, print and traditional media. The Manager will write and develop content, create, and implement digital assets and assist the leadership team with marketing of the organization, its programs and other tasks as needed.

The Manager of Marketing and Communications is responsible for:

- Supervising marketing, communications, and social media staff and volunteers to ensure consistency with the Benefits in Action brand voice.
- Ensures compliance with program responsibilities, provides subject matter support and training regarding marketing and communications of the organization, our programs, and projects.
- Working together with staff and volunteers to ensure all have the most up-to-date collateral regarding Benefits in Action programs.
- Model appropriate behavior to staff and volunteers, support outreach events, act as a steward of HIPAA, complete necessary forms, utilize reporting tools accurately and efficiently, provide all necessary reports, provide exceptional

customer service to clients, and work according to Benefits in Action culture and values.

- Develop and maintain activities that capture the Voice of the Customer and use the findings to develop compelling communication.
- Work with leadership team to develop effective internal communication and information flows that enable a broad understanding of the mission of BIA and support program goals.
- Work with leadership team to identify potential partners and collaborators to expand Benefits in Action awareness and programming, to develop strong and consistent relationships with those entities, and further the reach of programming to both individuals and organizations. Outreach includes attention to the Benefits in Action Diversity, Inclusion, and Equity plan.

The Manager of Marketing and Communication reports to the Director of Strategic Engagement and works closely with staff to ensure they meet and maintain productivity and efficiency goals and are compliant with grant budget and responsibilities.

Education/ Work Requirements:

- Bachelor's degree in marketing, communications, human services, or related field and/or work experience required.
- 2-4 years' work experience in a related field.
- Knowledge of HIPAA practices.
- Knowledge of social media, website platforms, design platforms.

Other Required Strengths:

- Demonstrated experience working with diverse populations.
- Supervisory experience.
- Strong computer skills and program proficiency.
- Strong written and verbal communication skills.
- Strong organizational, logistical and time management abilities.
- Ability to manage multiple projects simultaneously.
- Ability to work with individuals and organizations at all levels.
- Ability to be flexible and work with a passionate team.
- Willingness to jump in where needed.
- Maintains a valid driver's license and adequate insurance for transportation to meetings/appointments.

- Experience with Microsoft 365 and SharePoint preferred.
- Bilingual (Spanish/English) a plus.

Position Type/ Work Schedule: This is a full-time, exempt position, requiring occasional evening and weekend work and the ability to be flexible and responsive to emergent needs of the Benefits in Action community.

Compensation & Benefits:

- \$52,000 - \$60,000 annually (depending on experience)
- Medical/Dental/Vision/Life Insurance/Short- and Long-Term Disability/Retirement
- Paid time off benefits (holiday, sick, vacation)

How to Apply

If you are interested in the role, please provide a cover letter and resume to careers@benefitsinaction.org.

Benefits in Action is dedicated to equal employment opportunities in any term, condition, or privilege of employment. Benefits in Action prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age 40 and over, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law. This policy applies to all employees.