

Posting Information

Position Title: Marketing and Communications Manager

Position Type: Full-Time Employment

Position Location: Utah County, Utah **Position Pay:** \$75,000-80,000 DOE (S10)

Hiring Manager: Matthew Hartvigsen | hr@youniquefoundation.org | 385.345.4556

Foundation Purpose

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, survivor communities, and online resources.

We empower parents and caregivers to protect children from sexual abuse through education and online resources.

We make it safe to openly discuss sexual abuse through community dialogue and social awareness.

Qualifications

We are seeking a Marketing and Communications Manager to assist in the following: 1) Manage and execute the Foundation's awareness and marketing strategy, 2) oversee social media platforms. 3) drive marketing needs for yearly campaigns, 4) oversee Foundation events, and 5) assist with the release of Spanish awareness materials.

Educational/Professional Requirements

- A Bachelor's Degree in marketing or equivalent work experience

Experience Requirements

- 3-5 years in a marcom position
- Experience developing successful marketing strategy with a strong emphasis in digital marketing

Responsibilities

- Ability to develop, execute, measure, and analyze foundation release strategies
- Understands marketing generally, able to field multiple elements in marketing to multiple demographics
- Build and manage a release calendar that attracts a target audience to our resources
- Help convert our audiences to organizational outcomes
- Manage and help build our social media profiles and presence
- Manage the creation of shareable content appropriate for specific networks to spread both our brand and our content
- Explore new ways to identify and engage our target audience
- Balance data and intuition to inform decisions