



STAR VISTA

JOB TITLE: Marketing Manager
DEPARTMENT: Development
STATUS: Exempt, Full Time
SALARY: DOE

StarVista is a non-profit agency in San Mateo County with a unique and diverse portfolio of over 30 programs offering counseling, skill development, and crisis prevention services to over 40,000 residents annually. StarVista is seeking a creative Marketing Manager to help grow our brand, digital presence, and social media strategy. As the Marketing Manager, you will report to the director of Fund Development and oversee the Marketing Associate. You will work collaboratively with other members of the Development & Marketing team, work closely with staff across the agency, and keep stakeholders informed about the agency and its programs.

POSITION PURPOSE & OBJECTIVES

The Marketing Manager will: Create and oversee StarVista's Marketing Strategy and Calendar to grow our presence in the community, write and develop print collateral and digital content aligned with short- and long-term strategic goals.

KEY JOB FUNCTIONS:

- Oversee brand growth
- Plan and execute production of marketing materials
- Create promotional campaigns to increase brand awareness
- Help Development with engaging donor via communications
- Create initiatives to position the company as a thought leader in the community
- Oversee and direct the Agency's social media strategy plan
- Help with PR efforts
- Manage and oversee fundraising appeals
- Oversee and implement brand guidelines
- Collaborated with departments and 30 programs with agency-wide initiatives and events
- Manage e-newsletter efforts and system
- Online Campaigns (Spring, Fall, Winter)
- Ask Event Marketing Materials
- Online/Social Media Fundraising Campaigns

- Give feedback and help with video scripts
- Social Media Content: If required can help create graphics or landing pages on the website
- Help maintain website updated and sections as needed:
 - Help with event pages on LiveImpact
 - Blog Content (provide feedback and graphics if needed)
 - Can help create internal site if needed
- Branding Guidelines: Give advice as needed

Bonus Knowledge:

- Spanish fluency
- Build Spanish side of the website
- YouTube content creation
- Instagram and Facebook Live Experience
- LiveImpact
- Braintree
- GoDaddy
- WordPress

QUALIFICATIONS:

Marketing Manager must have strong communication, sales, and presentation skills. They must be goal-oriented, flexible, and creative under pressure, often while juggling several projects at once. Expert knowledge of current marketing trends and multimedia platforms is essential.

KEY SKILLS: Strong communication, sales, presentation

DEGREE FIELD(S): Marketing or business administration. Other degrees welcome with marketing experience.

DEGREE LEVEL: Bachelor or master's degree.

EXPERIENCE: Industry experience required. At least 4 years of solid marketing experience.

All full-time employees receive medical, dental, vision, and life insurance benefits, accrue three weeks of vacation and two personal days in their first year of employment, and are eligible to participate in a Flexible Spending Account (FSA) and a 401K retirement plan. The agency recognizes 13 paid holidays annually. Flexible scheduling and telecommuting are possible. Reduced schedule can also be considered.

It is our belief that staff diversity promotes appropriate responsiveness to community needs, provides representative role models for all clientele, and improves the quality of our services in a host of ways.

Employment decisions and services provided to clients are not based on race, color, citizenship status, sexual orientation, gender identity or expression, national origin, ancestry, age, religion, creed, disability, marital status, veteran status, or any other characteristic protected by law. StarVista fully supports the Americans with Disabilities Act (ADA) and applicable state disability law.