



**United South End Settlements
seeks a dynamic marketing and events professional to join our growing development
team.**

United South End Settlements (USES) is a community-based nonprofit organization serving children, teens, adults, and seniors through programs in art, education, technology, and social services. USES has held true to its settlement house roots, committing to the motto of “neighbors helping neighbors to grow and thrive.” Our extended family is an integrated team of participants, staff, volunteers, community leaders, and business partners. USES operates in three locations in the South End, as well as Camp Hale on Squam Lake in New Hampshire. Please visit our website at www.uses.org.

Marketing and Events Manager

GENERAL DESCRIPTION

Reporting to the Director of Development, the Marketing and Events Manager is a key member of the development team and will help to grow and increase USES's profile and brand throughout the community. The Marketing and Events Manager will take a lead role in helping to develop and execute USES' marketing and brand awareness strategy through graphic design, social media, internal and external communications, and leverage and coordinate USES' fundraising and community engagement events as part of our marketing strategy.

This is an exciting opportunity to join a growing organization and gain leadership experience in marketing and development. We seek an individual who has experience in marketing and communications and is interested in furthering his/her career in this area, and who is eager to contribute to our team, bringing new ideas and an eagerness to analyze the work we are doing.

QUALIFICATIONS

1. Commitment to USES' mission
2. Two or more years experience in non-profit development, marketing and/or event management
3. Excellent communication skills (oral, written, and interpersonal)
4. Proficient in the use of Microsoft Office software, Constant Contact email marketing, Powerpoint, Wordpress, and must be proficient in design software such as PhotoShop or InDesign
5. Must be able to exercise sound judgment and confidentiality
6. Ability to work independently and as part of a team
7. Ability to prioritize and work on multiple tasks
8. Ability to work in a fast-paced environment, take initiative and be a self-starter
9. Bachelor's degree is preferred

RESPONSIBILITIES

Marketing and Communications

- Work closely with the CEO, Board and Senior Team to develop USES Marketing strategy.
- Manage the execution of the agency's marketing strategy and ensure compliance with USES' style guide and brand messaging guidelines
- Produce a variety of print and digital materials that support USES programs and events, including program brochures, agency-wide promotional pieces, event invitations, flyers, and an annual report

- Regularly work with program staff to collect information on upcoming events, success stories, and data on USES' programmatic outcomes
- Manage and expand USES' social media presence
- Compose external communications, i.e. press releases, e-mail blasts, donor correspondence/thank you notes, event related promotional pieces.
- Build and cultivate media contacts and write and circulate press releases
- Complete additional marketing and communications projects as needed.
- Support CEO in her communications needs including researching opportunities for awards and promotion of USES

Event Management

- Work with CEO and Director of Development to establish purpose and meaning of our events across the agency and ensure messaging corresponds accordingly
- Work collaboratively with USES staff to execute events and ensure that USES' brand is prominent in event promotion and on-site; help promote cross organizational teams by organizing planning meetings across USES' staff and committee members, prepare agendas, delegate tasks, and follow up to ensure successful completion
- Serve as the point person at events, ensure events are promoted and featured on social media
- Manage our only fundraising event, The Neighborhood Gala including event logistics, including vendors, volunteers, printed materials, mailings, program, and attendee tracking and communications Track outcomes and prepare detailed reports
- Coordinate with Development Associate to produce acknowledgement and thank letters to appropriate entities

Volunteer Services

- Supervise AmeriCorps VISTA Volunteer Coordinator, providing support in the recruitment of agency-wide volunteers as well as professional development guidance and opportunities

PHYSICAL REQUIREMENTS (with or without accommodation)

- Must be able to finger, grasp, feel, talk, hear, and be capable of repetitive motion
- Position requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly
- Work requires close visual acuity
- Position is not substantially exposed to adverse environmental conditions

The above statement reflects the general details considered necessary to describe the principal function of the job identified and shall not be considered a detailed description of all the work requirements that may be inherent in the job.

To apply, please email resume, cover letter, and writing sample to: humanresources@uses.org. In the subject line, please specify the position to which you are applying. No phone calls, please.