



The MCV Foundation seeks a Marketing Communications Manager to join its Marketing Communications team.

ABOUT THE MCV FOUNDATION:

The MCV Foundation was established in 1949 to inspire and steward philanthropy that supports VCU's five health sciences schools (College of Health Professions; schools of Dentistry, Medicine, Nursing and Pharmacy), VCU Massey Cancer Center and VCU Medical Center. The Foundation currently manages \$500 million in assets to ensure the MCV Campus remains at the forefront of excellence and innovation in patient care, research and education.

The MCV Campus is a major urban academic medical center serving Central Virginia and beyond. Through its 1,500 funds, the MCV Foundation provides scholarships, professorships, chairs and research funds to support the lifesaving work occurring here every day. These funds allow VCU students, doctors and researchers to be on the cutting edge of healthcare delivery, offering patients the most exciting treatments and medical technology available. To learn more, visit www.MCVFoundation.org.

JOB TITLE: Marketing Communications Manager

CLASSIFICATION: Exempt

REPORTS TO: Director of Marketing Communications

JOB DESCRIPTION:

The Marketing Communications Manager will be a key addition to the Marketing Communications team, reporting directly to the Director of Marketing Communications. We are seeking candidates with a minimum of five years of experience and a high level of professionalism and good judgment.

This is a small team where the candidate will have the opportunity to work on high-level projects and gain exposure to senior management, board members and key external constituents. The Marketing Communications Manager position is a new addition to the growing Marketing Communications Department and will play an important role in departmental and organizational strategy. The successful candidate will work independently at times and closely with the department's director and manager at other times, so confidence and capability in both project management and support roles are paramount.

Writing is a substantial component of this role, and the ideal candidate must be a talented writer, able to tailor communications to a variety of formats and audiences. Strong project management skills with the ability to balance multiple priorities within sometimes tight timeframes is important.

Marketing Communications Manager Job Description

RESPONSIBILITIES:

- Identify, research and write articles for the foundation's print and digital publications (NEXT magazine, the Chronicle of Giving magazine and the MCV Foundation blog), advertising campaigns and marketing collateral.
- Produce videos and photography to accompany articles and marketing collateral. Training will be provided if necessary.
- Assist team in developing and supporting an editorial calendar. This includes developing content for the website, print and digital publications, advertising and marketing collateral, press materials, blog articles, social media and executive communications.
- Develop and implement strategy for earned media placements locally and regionally.
- Work with digital assets, posting to and ensuring high quality on the website and social media platforms.
- Manage sponsorships and review collateral for adherence to brand guidelines.
- Assist development team with event materials, such as invitations and booklets, and ensure these meet brand guidelines.
- Assist team with news and social media tracking.
- Assist team in developing and measuring KPIs to measure performance of marketing communications collateral.
- Manage mailing lists for digital and print publications and campaigns.
- Assist team with budget development and tracking.
- Attend and support events managed by the development team.
- Develop relationships and attend meetings with communications counterparts across the MCV Campus and the VCU Development and Alumni Relations teams.
- Assist with special projects as needed, including board communications and meetings.
- Performs other duties as assigned by Director of Marketing Communications.

QUALIFICATIONS:

- Bachelor's degree in business, marketing, communications, English or related field required.
- A minimum of five years of relevant experience.
- Outstanding business writing skills and ability to change tone as appropriate for different media and audiences.
- Knowledge of and ability to work efficiently in social media, blogs, content management systems and web-based environments.
- Ability to quickly absorb information and adjust to changing tasks and priorities.
- Willingness to follow directions and support the Director of Marketing Communications.
- Experience working with the media and pitching story ideas.
- Knowledge of and experience using AP style.
- Good judgment to handle confidential and sensitive information.
- Strong project management skills, including experience writing for a publication and/or working with an editorial calendar with an understanding of communications cadence and timelines.
- Excellent editing and proofreading skills.
- Ability to work with all levels of management.
- Enthusiasm for the mission of the organization and a willingness to adjust to changing priorities and timelines.
- Commitment to excellence.
- Proficient in Microsoft Office Suite and applicable technology.

Marketing Communications Manager Job Description

PREFERED QUALIFICATIONS:

- Basic photography and videography skills, including editing photos and video using relevant software, such as Adobe Creative Suite.

WORK ENVIRONMENT:

- This is a salaried position in an organization with a great mission and excellent benefits. The work week is typically 40 hours; however, communications is a deadline-driven field and the candidate may occasionally need to work as needed to meet project timelines. There are a few events throughout the year that occur on evenings or weekends that the candidate may be asked to attend to cover from a story perspective and/or possibly help staff.

SALARY:

- Commensurate with experience.

TO APPLY, PLEASE SEND COVER LETTER, RESUME AND WRITING SAMPLES TO:

Alex Henley
Director of Marketing Communications
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