MARKETING COMMUNICATIONS MANAGER
Pasadena, CA – Full Time

Job Description:
The Marketing Communications (MarComm) Manager will be responsible for communicating, coordinating and collaborating with chapters and committees under the jurisdiction of the Western District office to create, design and deliver marketing materials to promote the programs and events of AGBU. The Manager will develop and direct all communications and marketing activity, including press releases, social media posts, websites and collateral materials that support regional programs and projects.

The Global Office in NYC has an aggressive growth and branding strategy in place for the Western District and the Western District Marketing Communications Manager will also work directly with the Global Office to execute the development and execution of the MarComm strategy. This individual will report to the to the Director of the Western District Office and will regularly collaborate with the AGBU Global Communications Department in New York.

Responsibilities:
• Develop and implement a strategic communications plan to promote and expand AGBU’s many programs and initiatives across the Western District and its multiple audiences, both internal and external
• Manage the development, distribution and maintenance of press releases and collateral materials consistent with AGBU’s branding guidelines
• Work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants
• Create and implement new communications initiatives that support a dynamic community’s needs
• Mentor and support an extensive volunteer network
• Identify marketing and media opportunities and create marketing and communications strategy and plan for Western District
• Design/oversee design of communications collateral
• Develop local branding, social media output, advertising and promotional materials
• Prepare and manage timelines for marketing projects
• Coordinate with the marketing team at the AGBU Central Office in NY and help with the implementation of Global campaigns and strategies
• Supervising the content of AGBU Western District printed materials, website and social posts
• Produce campaign analytics reports as required
• Attend events and functions as needed
• Other duties as required

Requirements:
• Bachelor’s or Master’s degree in Marketing, Public Relations, Communications or Advertising
• 5+ years of professional experience
• Proficiency in Microsoft Office, Outlook, Adobe Creative Cloud, Acrobat, Photoshop, and InDesign
• Strong knowledge of the Armenian community in California/western US, including organizations, traditional media (both Armenian and non-Armenian) and social media
• Strong creative eye for design with ability to design simple visual marketing content
• Excellent verbal and written communications skills as well as strong interpersonal skills
• Strong knowledge of marketing strategies, tactics and industry standards

AGBU is committed to promoting diversity and inclusion and employs regardless of race, religion, color, national origin, sex, disability, age, or veteran status. Email resume and cover letter to jobs@agbu.org. Submissions will be accepted until the position is filled. Initial interviews of strong candidates will be held as submissions are received. Salary commensurate with experience. No phone calls please.
• Ability to address multiple audiences while maintaining each brand’s voice
• Must possess strong knowledge of diverse media outlets, press, publications and other resources
• Ability to take initiative and propose new ideas, yet be open to ideas from others
• Ability to work in teams and small groups with diverse cultures and personalities
• Highly organized and detail oriented with excellent time management skills
• Familiarity with a variety of concepts, practices and procedures
• Ability to work autonomously and collaborate and manage multiple projects under tight deadlines
• Flexibility to work evenings and weekends during special events; Travel may be required
• US citizenship or residency required
• Knowledge of the Armenian language a plus but not a requirement

*The Western District Office currently covers a number of committees and communities in California with some limited extension to Nevada and Texas.