



JOB TITLE: Marketing & Communications Manager

DEPARTMENT: Content

EXEMPT STATUS: Exempt

REPORTS TO: Vice President, Content

JOB SUMMARY:

NETA seeks a Marketing & Communications Manager to play a critical role in the creation, implementation, and maintenance of a unified marketing and communications strategy aligned with NETA's mission, vision, and values. This individual will report to the Vice President of Content and work closely with executive staff to be a key player in NETA's nation-wide marketing and communications efforts. The Marketing & Communications Manager will be responsible for digital content creation, graphics, management of NETA's editorial calendar, promotion of NETA's services and events, and management of all aspects of the organization's email marketing and social media presence. Ideally, the candidate will have a strong understanding of the public media ecosystem, be comfortable working both independently and collaboratively within a small, close-knit team, and thrive in a fast-paced, deadline driven environment.

NETA offices are based in Columbia, SC. This job may be performed remote from anywhere in the United States, or based in Columbia, SC.

REGULAR DUTIES:

General Marketing & Communications

- Collaborate with Vice President of Content to develop marketing and communications plans to promote NETA's services – Programming, Education, Professional Development, Business Center, and NETA Consulting.
- Execute on marketing strategy for national awareness campaigns on benefits of membership and NETA's role as a national association in public media.
- Write, edit, and publish content for NETA website and email marketing efforts, including monthly newsletter.
- Contribute to professional development strategies for the NETA Annual Conference, Peer Learning Communities (PLCs), and Public Media Learns (PML).
- Maintain a communications editorial calendar using NETA's Project Management system.
- Contribute to content development for semiannual board meetings, key presentations, and sales materials.
- Support communication and marketing efforts for NETA supported affiliate organizations (OSBE, ULA, ECM, etc.).

Social Media Management

- Manage all aspects of NETA's social media presence (LinkedIn, Facebook, Instagram, Twitter) including writing posts and creating graphics.
- Drive strategy to increase daily engagement on social media accounts.
- Increase awareness for key public media initiatives and events.

Data & Analytics

- Monitor, report, and present on online engagement analytics (web, email, social media, earned media).
- Leverage key engagement metrics across platforms to optimize content, messaging, and distributions.

EDUCATION & EXPERIENCE REQUIRED

(An equivalent amount of training, education and experience will also be considered.)

- Bachelor's degree in a related field, such as journalism, public relations, or communications.
- 3-5 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization.
- Excellent written and verbal communications skills.
- Strong attention to detail and proofreading skills.
- Proven results in implementing marketing and communications strategic plans.
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage audiences.
- Familiarity with CMS platforms (Drupal, Wordpress, etc.).
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
- Graphic design skills and experience with Adobe Creative Suite.
- Familiarity & passion for public media and supporting a network of station professionals.

COMPENSATION AND BENEFITS

Salary will be commensurate with experience. Full benefits include medical, dental, and vision insurance, 403b, sick leave, vacation leave, life insurance, accidental death & dismemberment insurance, and short term and long-term disability insurance.

NETA is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key asset.

HOW TO APPLY

Interested candidates should send a resume and cover letter to: NETAcommunications@netaonline.org. Candidates will be reviewed on a rolling basis.