

# BrightStone

## Job Description

**Job Title:** Marketing & Communications Manager

Part-time (Flex schedule max 30 hrs/wk)

**Department:** Advancement

Salary commensurate with experience

**Reports to:** Director of Advancement

4 weeks paid time off and plus holidays

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We seek a marketing and communications professional to join the BrightStone Advancement team and the BrightStone family. This professional will play a key role leading our marketing and communications with a goal of connecting our mission to the community, throughout Tennessee, and beyond.

### Position Summary:

Recommend marketing and communication strategies, tactics and expense budgets. Develop and execute from start to finish all marketing and communication campaigns. Promote the BrightStone mission with a positive people-first emphasis telling the story of BrightStone and showing our adults participating in all enterprise programs, classrooms, curriculum, and community activities throughout the year.

### Objectives:

- Capture and promote the uniqueness of BrightStone's faith-based organization, programs, services and products
- Create marketing and communication strategies with clear and measurable objectives to establish and strengthen relationships with stakeholders and the community at large
- Implement tactics to market, communicate and promote our mission, products, events, and volunteer opportunities

### Responsibilities:

- Develop and execute a rolling 12-month calendar for all marketing and communication campaigns including schedules, production and mail dates for:
  - **General campaigns**
    - Events: Bowlability; Golf Benefit; Songwriters Night; Christmas Program, Donor or Volunteer appreciation, Awareness Tours
    - Direct mail: Yearend appeal; quarterly newsletters; golf; planned giving; invitations; Donor Christmas cards
    - Online: Big Payback; Giving Tuesday; e-newsletters
  - **Capital campaigns**
    - Events: Land of Dreams fundraisers; donor appreciation
    - Direct Mail: Capital appeals; Planned Giving
- Develop a marketing toolbox for all approved images, text, fonts, colors, logos, videos
- Maintain a digital archive of all photos, videos, printings, mailings, brochures, advertisements
- Lead the creation of all newsletters, brochures, flyers, postcards, invitations, business cards, etc.
- Insure target dates are met for all printings and never miss a planned mail date
- Routinely refresh website pages, social media posts and digital content
- Use Classy.org to create campaigns and donate pages

- Manage use of third-party platforms for online ticketing, sales or registrations
- Manage all printings and reprints of brochures, flyers, business cards, etc.
- Track and analyze effectiveness of marketing and communication initiatives
- Produce and distribute approved photos, videos, printed materials, and press releases
- Recommend appropriate use of social media, online, web, e/mail, radio, television

### **Experience and Attributes Required**

1. Prior experience working for a large non-profit (local preferred).
2. Must have the following experience:
  - a. Being a hands-on marketing and communications leader.
  - b. Developing beautiful newsletters that convey mission and impact.
  - c. Marketing general or capital fundraising campaigns and appeals.
  - d. Effectively using social media platforms.
  - e. Writing concise, heartwarming copy to tell our story.
  - f. Using a digital camera to capture photos and short videos.
  - g. Making HTML edits to a WordPress website.
3. Experience using a Peer-to-peer platform (Classy preferred).
4. Must have a stable work history and excellent references.
5. Must be able to pass a background check and drug screen.

### **Knowledge, Skills and Abilities**

1. Proficient graphic designer using Photoshop, Illustrator, InDesign (Mac).
2. Microsoft Office; Constant Contact, WordPress.
3. Must be a detail-oriented, strategic planner, effective communicator, get it done type person.
4. Experience using a donor database (Kindful preferred).
5. Minimum education of a Bachelor's degree.

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### **About BrightStone:**

Founded in 1999 as a faith-based nonprofit, BrightStone serves adults with intellectual and developmental disabilities in its year-round day program. BrightStone's comprehensive curriculum, supports adults through a variety of education, social, and community engagement opportunities. Our day programs focus includes work-based job training and life-learning experiences that includes social, physical, emotional, mental and spiritual well-being. BrightStone is growing and expanding its staff, programs and facilities. <http://www.brightstone.org/landofdreams>