

ACHIEVE COMMUNITY ALLIANCE

JOB DESCRIPTION

JOB TITLE: Marketing and Communications Manager

COMPONENT: Development

REPORTS TO: Chief Development Officer

SUMMARY: Responsible for shaping how Achieve Community Alliance communicates with the people who matter most to its mission. This position will develop and execute strategies that strengthen ACA's brand, increase awareness of its programs and impact, engage internal and external audiences, and ensure the organization's stories are communicated clearly, consistently, and meaningfully.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. AUDIENCE STRATEGY AND ENGAGEMENT

- a. Coordinates ACA's audience strategy by identifying, understanding, and developing communication approaches for key internal and external audiences.
- b. Develop audience profiles and communication strategies for key stakeholders, including clients and families, employees, donors, volunteers, community partners referral sources, corporate partners, media, and the broader community.
- c. Ensure communications are audience-centered and tailored to the needs, interests, and preferred channels of each audience.
- d. Use available data, engagement metrics, feedback, and organizational insights to evaluate audience engagement and improve communication strategies.
- e. Develop strategies to grow ACA's reach, strengthen community awareness, and increase engagement with the organization's mission and programs.
- f. Partner with organizational leadership to identify emerging communication needs and opportunities across ACA's programs and locations.
- g. Maintain a strategic communications calendar that coordinates organizational priorities, campaigns, events, storytelling opportunities, fundraising initiatives, and key dates.

2. BRAND MANAGEMENT

- a. Oversees of the Achieve Community Alliance brand, ensuring consistency in voice, tone, visual identity, messaging, and overall brand experience.
- b. Develop, maintain, and implement brand standards, style guides, messaging frameworks, and other tools that help staff consistently communicate the ACA brand.
- c. Review and provide guidance on organizational communications, collateral, presentations, campaigns, and other materials to ensure alignment with ACA's brand and messaging.
- d. Work with internal teams and external vendors to ensure ACA's brand is represented consistently across print, digital, social, media, event, and community-facing materials.
- e. Help bring ACA's mission, values, and organizational personality to life through a clear and recognizable brand voice.
- f. Identify opportunities to strengthen ACA's visibility and reputation within the

communities it serves.

- g. Serve as a resource to staff and leadership on brand standards, messaging, and effective communication practices.

3. STORYTELLING AND CONTENT DEVELOPMENT

- a. Lead ACA's organizational storytelling strategy, identifying and developing compelling stories that demonstrate the impact of ACA's programs, services, employees, clients, families, donors, volunteers, and community partners.
- b. Develop a consistent pipeline of impact stories that can be used across marketing, fundraising, media, community engagement, and internal communications.
- c. Partner with program staff to identify meaningful stories, outcomes, milestones, and opportunities to communicate the impact of ACA's work.
- d. Write and edit content for multiple formats and audiences, including newsletters, website content, social media, email campaigns, impact reports, brochures, presentations, speeches, media materials, and other organizational communications.
- e. Capture and coordinate photography, video, interviews, testimonials, and other multimedia content from ACA programs, events, and community activities.
- f. Develop systems and processes that make storytelling a shared organizational responsibility while ensuring stories are communicated ethically, respectfully, and consistently.
- g. Maintain an organized library of photographs, videos, stories, testimonials, and other content assets.

4. SOCIAL MEDIA AND DIGITAL COMMUNICATIONS

- a. Lead and manage ACA's social media presence across appropriate platforms, including Facebook, Instagram, LinkedIn, and other emerging channels.
- b. Develop and maintain a strategic social media content calendar that balances storytelling, program awareness, employee engagement, community connection, fundraising support, advocacy, and organizational news.
- c. Create engaging and mission-driven social media content, including graphics, photography, video, short-form video, stories, and written content.
- d. Monitor social media engagement, trends, and performance and adjust strategies to improve reach and engagement.
- e. Maintain ACA's website and ensure website content is current, accurate, accessible, engaging, and aligned with organizational priorities.
- f. Identify opportunities to improve the website experience for key audiences, including clients and families, donors, community partners, employees, and prospective employees.
- g. Develop and execute digital campaigns that support organizational priorities, program awareness, fundraising initiatives, events, recruitment, and other strategic goals.
- h. Stay current on emerging digital communication trends, platforms, tools, and best practices.

5. EMAIL MARKETING AND NEWSLETTERS

- a. With the CDO, develop and manage ACA's organizational email marketing strategy.
- b. Create and distribute newsletters and other email communications that keep external audiences informed about ACA's programs, impact, events, stories, and organizational news.
- c. Develop audience-specific email communication strategies and coordinate messaging with fundraising, program, and organizational priorities.
- d. Partner with the Development team to support fundraising campaigns through campaign

- creative, storytelling, email content, social media, and other communications.
- e. Work collaboratively with the Director of Development and Chief Development Officer to ensure fundraising communications are strategically aligned while maintaining clear ownership of marketing and fundraising responsibilities.
- f. Monitor email engagement and performance, including open rates, click-through rates, audience growth, and other relevant metrics.
- g. Use segmentation and audience data to improve communication relevance and engagement.

6. INTERNAL COMMUNICATIONS AND EMPLOYEE ENGAGEMENT

- a. Develop and implement a comprehensive internal communications strategy that strengthens communication, transparency, connection, and alignment among ACA employees.
- b. Establish consistent internal communication channels and processes that ensure employees receive timely, relevant, and meaningful organizational information.
- c. Develop employee communication tools and content that may include internal newsletters, leadership updates, organizational announcements, employee spotlights, program updates, and other communications.
- d. Partner with the CEO and organizational leadership to communicate strategic priorities, organizational changes, accomplishments, initiatives, and important updates to employees.
- e. Create opportunities to celebrate employee achievements, recognize milestones, highlight organizational successes, and strengthen employees' connection to ACA's mission.
- f. Help ensure employees understand ACA's organizational priorities, brand, mission, and impact.
- g. Gather feedback and identify opportunities to improve communication between leadership, departments, locations, and employees.
- h. Support the development of a culture in which employees are informed, connected, and proud to represent ACA.

7. EXECUTIVE COMMUNICATIONS

- a. Serve as a strategic communications partner to the Chief Executive Officer.
- b. Assist the CEO in developing executive-level communications, including speeches, presentations, talking points, key messages, letters, announcements, and other communications.
- c. Help translate organizational strategy and priorities into clear, compelling, and audience-appropriate executive communications.
- d. Support the preparation of the CEO for internal meetings, community events, media opportunities, presentations, and other public-facing engagements.
- e. Assist in developing consistent messaging for organizational announcements, strategic initiatives, major milestones, and other high-profile communications.
- f. Work with the CEO and Chief Development Officer to identify opportunities to elevate ACA's leadership, mission, and community presence.
- g. Ensure executive communications reflect ACA's brand, voice, values, and strategic priorities.

8. Performs all other duties as assigned.

MISCELLANEOUS FUNCTIONS – additional performance indicators:

- a. Timely Completions of Assignments
- b. Attendance and Punctuality
- c. Responsible and dependable
- d. Teamwork and Cooperation
- e. Integrity and Honesty
- f. Initiative and Problem Solving
- g. Diligent, Competent, and Quality
- h. Professionalism
- i. Courteous Service and Respectful
- j. Communication Skills
- k. Follows Instructions and Flexible
- l. Sound Decisions and Actions
- m. Compliance – Observes ACA policies, procedures, & practices. Adheres to ACA mission and core values including mutual respect/mutual purpose. Remains current on required documentation and training.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty competently. The requirements listed below are representative of the knowledge, skills, and abilities required. The successful candidate will be a strong strategic thinker and storyteller with the ability to understand diverse audiences and translate complex information into clear, compelling communications. This position owns **Audience, Brand, and Storytelling** across the organization. The Marketing and Communications Manager oversees ACA's external communications, including social media, email marketing, newsletters, website content, digital campaigns, media relations, photography and video, and campaign creative. The position will also lead the development of a stronger internal communications strategy designed to improve employee awareness, connection, engagement, and alignment across the organization.

This role works closely with the Chief Development Officer, Chief Executive Officer, program leadership, and staff across ACA to identify stories, understand audiences, and translate the organization's work into compelling communications. The Marketing and Communications Manager will also assist the CEO with executive-level communications, including speeches, presentations, key messages, announcements, talking points, and other communications that advance ACA's mission and visibility.

Language Skills:

Strong strategic communications and marketing skills. Exceptional written, verbal, editing, and listening skills. Demonstrated ability to develop compelling stories across multiple formats and audiences. Experience managing social media platforms and creating engaging digital content.

Education:

A bachelor's degree in marketing, public relations, communications, journalism or a related field preferred. Comparable professional experience may be considered.

Experience:

Three to five years of progressively responsible experience in marketing, communications, public relations, digital media, or a related field. Nonprofit, mission-driven, agency, or community-based communications experience preferred. Demonstrated experience in content development, social media management, email marketing, brand management, and storytelling is strongly preferred.

Experience supporting executive communications, media relations, photography, video production, and website management is preferred.

Knowledge, Skills and Abilities:

Experience with email marketing, newsletters, website content, and digital communications. Understanding of brand management, messaging, voice, and visual consistency. Experience with photography, video, and multimedia content creation. Strong project management and organizational skills with the ability to manage multiple priorities and deadlines. Ability to work collaboratively with staff at all levels of an organization. Ability to communicate effectively with executive leadership and assist in developing executive-level communications. Strong interpersonal skills and comfort building relationships with employees, community partners, media professionals, and other stakeholders. Ability to analyze communication and engagement data and apply insights to future strategies. Demonstrated creativity, initiative, sound judgment, and problem-solving skills. Comfortable working in a fast-paced environment and adapting to changing priorities. Knowledge of emerging marketing, communications, social media, and digital trends.

Physical Demands:

Lifting/pushing/pulling weight up to 50 lbs. occasionally.

Other:

The ability to travel to ACA locations across the state, including central, northeast, and northwest Arkansas. Must have a valid Arkansas driver's license and reliable transportation.

I certify that I have read and reviewed the job description for the position and have been informed of the essential functions of the job and can perform them without accommodation.

Employee's Signature

Date

Employee Name (Please Print)

Director Signature

Date