



Duet | Marketing & Outreach Manager

Position Description

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| Last Updated: | June 20, 2022 |
| Title: | Marketing & Outreach Manager |
| Supervisor: | Sr. Director of Communications |
| Position Description & Scope of Work: | The Marketing & Outreach Manager is a 40-hour-per week position that plans and executes strategic communication goals to significantly increase Duet’s visibility within the community to inspire people to volunteer, donate, and utilize services. The manager is responsible for carrying out Duet’s IDEA guiding principle in that in everything we do, Duet is an inclusive, diverse, equitable, and accessible organization. As with all Duet staff, this position strives at every opportunity to promote organizational goals and values. |
| Salary Range: | \$48,000 - \$52,000 (non-exempt/hourly) This position is funded for two years with a goal to make it permanent. |
| Essential Duties and Responsibilities: | <ol style="list-style-type: none"> 1. Create, design, and publish inspiring content including print materials, e-newsletters, presentations, blog posts, videos, infographics, and other collateral that engages target audiences across all communications platforms. 2. Conduct in-person and phone interviews with service recipients and volunteers; take quality photos and video to accompany stories, and at times, do so in partnership with talented volunteers and interns. 3. Write and submit nominations for Duet, staff, board, volunteers, and service recipients for local, state, and national awards. 4. Maintain organizational brand by monitoring and proofing external communications. Manage the communications calendar to ensure all messaging is coordinated and appropriately placed. 5. Ensure media release forms are distributed, completed, and maintained as required. 6. Maintain fresh content, photos, and video for Duet’s website. 7. Develop, implement, and monitor annual outreach plan with strategies to reach diverse, underserved populations of homebound adults, family caregivers, and grandparents raising grandchildren that result in increased utilization of services. 8. Identify, plan, and execute opportunities and calendaring for networking, presentations, tabling at fairs, or engagement with diverse target audiences. 9. Recruit, train, and manage culturally competent volunteer Ambassadors to represent Duet at community fairs, events, and presentations. |

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| | <ol style="list-style-type: none"> 10. Serve as representative of Duet at networking events and present on behalf of the organization. 11. Identify new and creative ways to source viable referrals including: directories, contact lists, internet resources, and partner organizations. 12. Utilize analytics and reporting tools to track growth, measure success, and identify best practices. Ensure stakeholders are receiving Duet communications with permission. 13. Promote a culture of philanthropy at Duet. 14. Help carry out Duet events such as conferences, fundraisers, and service activities when assistance is requested. 15. Carry out additional duties/initiatives as assigned. |
| Highest Priority Personal Attributes | <ul style="list-style-type: none"> ▪ Excellent interpersonal, writing, proofreading, storytelling, and verbal communication skills are required. ▪ Self-motivated, outgoing, and ability to collaborate with diverse populations and age groups. ▪ Ability to work collaboratively and comfortably with diverse communities. ▪ Flexible, creative, reliable, and trustworthy. ▪ Enjoy managing multiple projects on parallel and competing deadlines. |
| Qualifications: | <ul style="list-style-type: none"> ▪ Bachelor’s degree in communications, journalism, marketing, or related field; or two years minimum experience in communications or marketing. ▪ Experienced digital skills, including use of tools such as Adobe Graphic Suite, Canva, and Robly/Mailchimp/Constant Contact email marketing system. ▪ Proficiency in WordPress and MS Office. ▪ Good understanding of SEO optimization and Google Analytics. ▪ Bilingual (Spanish) preferred. ▪ Some evenings and weekend hours required. ▪ Valid Level One Fingerprint Clearance card or ability to obtain one. ▪ Able to lift 30 lbs. ▪ Valid driver’s license and ability to travel within Maricopa County. |
| Benefits: | <ul style="list-style-type: none"> ▪ Flexible work environment (combination of in-office and remote schedule) ▪ Health and life insurance ▪ Retirement plan contributions ▪ Vacation, sick, personal time, and holiday time off ▪ Mileage reimbursement |
| About Duet: | <p>Duet’s mission is to promote health and well-being through vitally needed services to homebound adults, family caregivers, faith communities, and grandfamilies. Our vision is a community where every person ages with compassion, dignity, and hope. Duet is passionate about building and sustaining an inclusive and equitable working and learning environment for all staff, board members, volunteers, and service recipients. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design, and deliver solutions.</p> |
| Work Location: | 10000 North 31 st Ave, Suite D200 Phoenix, AZ 85051 |
| To Apply: | Please email resume with a cover letter to: barnes@duetaz.org |