



## **JOB DESCRIPTION**

<b>POSITION TITLE:</b>	<b>Marketing Manager</b>
<b>FLSA JOB STATUS:</b>	<b>Full time – Exempt</b>
<b>SALARY RANGE:</b>	<b>\$45,000 - \$55,000</b> <i>Signing Bonus Offered</i>
<b>REPORTS TO:</b>	<b>Development Director</b>
<b>BENEFITS:</b>	<b>Paid Time Off, Health, Dental, Vision</b>

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**POSITION SUMMARY:** Liberty’s Kitchen provides pathways for New Orleans youth to create and achieve their vision of success through workforce training, leadership development, and support of healthy lifestyles. The Marketing Manager intentionally engages key audiences and maintains a dynamic and consistent brand, both internally and externally, so that we can secure the necessary resources to sustain impact within our community and continually grow. This position’s primary objective is to execute and evolve our efforts to engage an ever-growing community of donors, supporters, and partners through the development of marketing materials, event branding, and outreach through various communication channels. Consistent and accurate modeling of Liberty Kitchen’s values is essential to achieving our vision of creating a community where every young person has a chance to succeed.

### **ESSENTIAL FUNCTIONS:**

- Collaborate across departments to plan and execute intentional and effective marketing strategies and collateral for Liberty’s Kitchen operations and programs, ensuring brand alignment and consistency.
- Develop marketing tactics, promotions, and product campaigns in order to increase youth referrals & attendance, catering and café sales, and donations.
- Manage public relations communications, including press releases and media events.
- Collaborate with the Development team to create and publish donor materials for Liberty’s Kitchen’s programming and operations.
- Develop content, monitor, and update all marketing and communication channels, including social media outlets such as Facebook, Twitter, Instagram, LinkedIn, etc.
- Manage and maintain website content, including regular news and calendar updates.
- Develop and disseminate regularly scheduled e-newsletters to maintain consistent touch points with constituents.

- Manage the photography of trainees, graduates, employees, and special events by assuming photographer duties, coordinating logistics, and classifying/storing image files.
- Market and grow the brand by attending community networking opportunities in order to increase awareness of Liberty’s Kitchen’s mission.
- Network with local media and other sources to secure promotional opportunities.
- Support the Development Team in the planning and execution of any major fundraisers, including the annual gala.
- Develop, plan, and execute events aimed at increasing brand awareness, donor engagement, and financial support.
- Coordinate with vendors to produce branded items and merchandise in order to maintain brand integrity.
- Maintain and update marketing and stakeholder databases under the direction of the Development Director.
- Maintain internal calendar and assist Executive Director with internal communications

**REQUIREMENTS:**

- Bachelor’s degree in marketing, communications, public relations, or related field, required.
- 3 to 5 years of experience working in a marketing, public relations, or communications role for an organization, required.
- 2 years of experience in website management and design.
- 2 years of experience specifically working in event planning, preferred.
- Must possess excellent organizational skills.
- Must be detail oriented.
- Knowledge of principles and processes for providing excellent customer and personal services.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, visual, and social media.
- Competencies in the following:
  - Donor, media, and interpersonal relationships
  - Administration
  - Communications and media
  - Speaking, writing and active listening
  - Social perceptiveness, persuasion, critical thinking, and complex problem-solving.
- Must be proficient in basic technology resources: Microsoft Office, Google Suite, Slack, data management software, Facebook, Instagram, Twitter, etc.
- Deep knowledge and ability to communicate the mission and purpose of Liberty’s Kitchen.

**TRAVEL:**

- Weekly travel by ground to meet with partners, donors, and potential stakeholders when appropriate.
- May be required to attend conferences either in or out of town when appropriate.

**PHYSICAL REQUIREMENTS:**

- Must be able to lift up to 20 pounds, sit for prolonged periods of time at a desk or workstation, and stand for long periods of time.

**WORKING CONDITIONS:**

This role operates primarily in an office/administrative/educational setting with some exposure to routine restaurant kitchen environments. You may be exposed to hazardous situations and conditions that can produce cuts or minor burns. You may be exposed to hot and cold temperatures, such as working in environments near ovens or freezers.

**GENERAL COMMENTS:** This description is intended to describe the essential job functions and their requirements. It is not an exhaustive list of all duties, responsibilities, and/or requirements of the position. Other functions may be assigned, and management retains the right to add to or revise this job description at any time, with or without prior notice. Employment is at-will, and this job description does not imply an employment contract.

**APPLICATION INSTRUCTIONS:** Please submit your resume and cover letter to [esmith@libertyskitchen.org](mailto:esmith@libertyskitchen.org). Deadline to apply: January 31, 2023.

Liberty's Kitchen, Inc. is committed to providing equal employment opportunity to qualified persons without regard to race, sex, color, religion, national origin, citizenship, marital status, sexual orientation, age, disability, military, veteran status or any other protected status or classification under federal, state, or local law.