

### **Marketing and Communications Manager:**

The Nonprofit Center of the Berkshires is a fast-growing support organization for hundreds of nonprofits in Berkshire County seeking an experienced, growth-oriented Marketing and Communications Manager. This is a part-time 20 hours per week position with a flexible schedule and the convenience of working from home that will place you at the center of nonprofit development in the Berkshires. An alternative full-time position including administrative responsibilities is available.

As the Marketing and Communications Manager, you will play a critical role in ensuring the organization achieves its plans for growth in alignment with its mission by providing a wide variety of marketing assistance in support of the organization's programs and members. This person is a key player in a small but mighty team whose efficiency and effective impact directly leads to the success of the organization, allowing for continued innovation and growth internally as well as within the Berkshire nonprofit sector.

Founded in 2016, the organization has 150 nonprofit members, 40 business supporters, dozens of community partners and funders as well as a strategic board of directors and advisory boards you will connect and collaborate with. Join our team and help nonprofits connect, learn and grow through responsive, innovative and affordable solutions.

### **Responsibilities**

- Collaborate with Executive Director to develop marketing and communications plans to promote membership and increase awareness of NPC programs, events, services and resources
- Grow a successful communications program and support NPC's fundraising efforts through press releases, email campaigns, newsletters, website, and social media
- Lead digital content creation, write and edit content for website, social media and email marketing efforts (creativity and graphic design a plus)
- Keep website relevant and up to date
- Manage all aspects of NPC's social media presence
- Monitor, report and present on online engagement analytics

- Implement surveys of membership and program participants

Qualifications:

- Bachelor's degree and 4 or more years related experience or the equivalent combination of experience and education
- Excellent interpersonal, oral, and written communication skills
- Strong organization, time management, and attention to detail/accuracy
- Able to work with little supervision
- High level of computing proficiency with interest in developing new skills
- Ability to handle sensitive information and maintain confidentiality
- Strong commitment to excellence and customer service

Hours and Compensation: This is a 20 hours/week position. Salary range is \$18,000-\$21,000 and is commensurate with experience. Benefits include flexible schedule, work from home, and professional development opportunities. An alternative full-time position including administrative responsibilities and a more complete benefits package is available.

To Apply: Email a cover letter and resume to Liana Toscanini/Executive Director, [liana@npcberkshires.org](mailto:liana@npcberkshires.org). Subject line should include your last name and the word Resume. Applicants are encouraged to apply early, as applications will be considered on a rolling basis.

Nonprofit Center of the Berkshires is a Fair Employment Practices/Equal Employment Opportunity/disability accessible employer committed to maintaining a diverse workplace. Qualified candidates from diverse personal, cultural, and ethnic backgrounds are encouraged.