



Job Title:	Marketing & Communications Manager
Reports to:	Director of Development & Marketing
Regular schedule:	32-40 hours per week
Employee Category:	Full-time, Regular, Exempt
Location:	Hybrid, combination of work from home and in the Boulder office
Team Membership:	Development Department
Supervises:	Interns, Contractors

Intercambio is a great place to work! Intercambio is a dynamic, growing nonprofit in Boulder County that strives to bring English learners and community volunteers together in language classes to build skills, confidence, and life-changing connections. We provide a fun, challenging, engaging and professional environment that connects immigrants and volunteer English teachers, as well as donors, to our purpose.

We know life is ever-changing, so we offer a flexible work environment allowing you to work from home and our Boulder office with flex hours. Even with fluid schedules, we work hard to create a supportive team atmosphere and build community.

General Statement of Duties | The Marketing & Communications Manager (MCM) educates and inspires our stakeholders while attracting new constituents in Boulder County to Intercambio through telling the story of Intercambio and its participants. The ideal candidate is creative, effectively meets deadlines, and focuses on details. Donor cultivation and stewardship are a big part of this position, and they create deliverables with an understanding of this audience. This person is responsible for design and branding that is inviting to our stakeholders, is a talented writer, and has experience with digital marketing. They assist other departments as needed.

The MCM may manage interns and contractors in order to stay on top of the communication needs of a growing organization.

Communications Strategies

- Works with the Director of Development and Marketing to set marketing strategies and develop donor cultivation and recruitment plans.
- Assists with planning and leads the execution of promotional campaigns.
- Develops and iterates project workflows and processes.
- Assists the Boulder Programs team with their communications strategies to reach new students and volunteers.
- Collaborates across departments to elevate the communications of Intercambio and CC English.

Design and Branding

- Maintains and updates the visual brand identity with our style guide. Trains staff to effectively follow the style guide, oversees brand consistency throughout the organization.
- Designs all donor print publications including postcards, newsletters, and Annual Reports.
- Develops branding for large organizational events like the annual spring fundraiser.

Writing

- Writes, edits, and proofreads copy to be used across the organization's print publications, appeals, marketing email, website, and blog.
- Pays strong attention to an equity and strengths-based mindset when communicating the experiences of the immigrant community.

Digital Marketing

- Plans, shoots, edits, and deploys video and photo content to engage and thank donors, utilizing standard software. Maintains organized files in SharePoint so visual content is accessible to all staff.
- Working with independent contractors and across departments, oversees and manages page building and content updates on the Intercambio website.
- Creates marketing emails and manages subscriber lists using Campaign Monitor and Salesforce. Uses automations and drip campaigns to maximize engagement.
- Oversees execution of website edits and social media posts for all departments.
- Advises departments on best practices in branding for online webinars and presentations.

Data Analysis

- Utilizes data analysis tools to inform communication strategy changes. Measures mass email, website and SEO, Facebook and Instagram performance.
- Maximizes organizational use of Google Ads and Facebook Ads.

Other

- Gets vendor quotes and keeps a close account of marketing expenses and budget by campaign.
- Attends Staff meetings and Development Team meetings.
- Attends Community Conversation or last of night class events each quarter to gather stories and photo/videos.
- All Intercambio staff are highly encouraged to attend major fundraising events and donate to IC once a year.

Required Qualifications

- Experienced and skilled at using Acrobat Creative Suites (InDesign & Photoshop).
- Experience with using email marketing platforms.
- 1-3 years' experience in creating clear, compelling messaging for an organization.
- Excellent marketing skills, knowledge and experience.
- Writing and editing experience, high attention to detail.
- Proven time and project management skills, self-initiated worker who takes pride and ownership in deliverables.
- Excellent people skills; works well as a leader/member of a team.
- Experience with interacting with people from different nationalities. Engaged in a journey of growing in diversity, equity and inclusion, both personally and professionally.
- Able to work from home or the Boulder office.
- Passionate about the Intercambio mission.

Desired Qualifications

- Skillful at using the following digital platforms: Microsoft Office applications, Campaign Monitor, WordPress website development, Salesforce, Facebook, Instagram, LinkedIn and YouTube.
- Advanced graphic design skills.
- Familiarity with the latest trends, best practices, technologies and methodologies in communications and marketing for nonprofit messaging and keeping donors engaged.
- BA degree, marketing certifications or equivalent.
- Bilingual Spanish/English preferred.

Starting Salary Range: \$48,000 - \$60,000 per year. Intercambio also offers a competitive benefits package that includes vacation; sick time; health, dental, vision and life insurance; and a retirement plan.

Please apply by emailing your cover letter and resume to jobs@intercambio.org. Please be sure your cover letter specifically tells us how you meet our qualifications. We hope to have the successful candidate start in June or July.