

## **TITLE: Marketing and Communications Specialist**

**REPORTING RELATIONSHIP:** Executive Director of Hutton House, Marketing Committee

**QUALIFICATIONS:** University Degree, College Diploma and or equivalent experience in Public Relations, Business Communications, Marketing, Journalism.

**JOB SUMMARY:** The Marketing and Communications Specialist is responsible for planning, implementing and evaluating marketing and communication strategies for Hutton House. The Marketing and Communication Specialist works internally with Hutton House staff and externally with community partners to promote all Hutton House services and advocates for inclusion of persons with disabilities in all aspects of the community.

**JOB CATEGORY:** Contract (30 hours per week)

### **Key Relationships:**

1. Internal
  - Works together with other Hutton House staff to set goals, develop plans and implement marketing strategies to promote Hutton House services.
  - Works closely with the Executive Director and the Marketing Committee of Hutton House.
  - Develops and executes strategic communications plans for diverse audiences.
2. External
  - External relationships include media contacts, social media, suppliers, corporations, and other organizations.
  - Assist with tradeshow and public events to increase awareness of the organization and promote opportunities for participant involvement within various programs.
  - Be familiar with community issues related to persons with disabilities generally in order to position the organization as an advocate for inclusion.
3. Reporting Relationships
  - Reports directly to the Executive Director of Hutton House on a regular basis.
  - Reports on activities to the Marketing Committee.
  - Performs administrative duties as defined by the Marketing Committee (i.e. Arranges meetings, takes minutes, coordinates etc.).
  - Participates as a member of the Golf Tournament Committee to market and promote the annual golf tournament, attract sponsors, golfers etc.

## **Key Accountabilities**

### **Marketing and Communications Activities**

- Develops and implements strategies and plans in accordance with the organizational strategic plan and marketing and communications priorities set by the Executive Director and the Marketing Committee.
- Develops and implements strategies to maximize media exposure through appropriate media outlets, solicitation, recognition, and ongoing awareness.
- Develops and implements a Marketing and Communication Plan (social media, eNews, etc.)
- Updates Social Media and the Hutton House Website on an ongoing basis using online tools such as HootSuite and Squarespace CMS.
- Acts as a liaison and point person for projects and promotions with staff, the Media and funders and politicians.
- Leads content development for Hutton House communication channels.
- Interviews various participants, staff and stakeholders to generate content.

- Grows the online brand for Hutton House by increasing followers on Twitter, Facebook, Instagram and other avenues as appropriate.
- Develops and implements a marketing strategy for the online literacy series and the online fitness manual.
- Creates a database of Literacy Series and Fitness purchasers and potential purchasers.
- Oversees traffic management including creative print, web, advertising and press opportunities.
- Researches and develops a marketing strategy for sales items within the organization ie pottery, Hutton House Gift Shop, Western Fair Farmers Market store, Team Building opportunities, workshops/classes, etc
- Prepares and delivers presentations and/or speeches geared towards employers and other interested parties.
- Have a working knowledge of Google AdWords, Google Analytics and In Design.
- Experience creating and producing videos.
- Ensure that funder recognition policies are met through recognition events, press conferences, photo opportunities, social media and news releases; liaison with local politicians; acknowledge the funding in media releases, media interviews, annual reports, newsletters, social media activities, videos and promotional materials, both online and in print; use funder logo and name according to guidelines and communications toolkits provided; display any promotional material in a public area; and report on all recognition activities and media coverage in Progress and Final Reports.

**Other**

- Adheres to all policies and procedures of Hutton House including those of particular importance to this position (Social Media, Confidentiality, Intellectual Property, Personal Information and Protection, and Participant Record Security).
- Works throughout the organization to promote the Hutton House brand to the greater community by keeping our mission at the forefront of communications.
- Writes stories for various traditional and social media venues.
- Coordinates the writing for website and newsletter.
- Prepares and manages an annual financial budget and forecast for media initiatives and activities.
- Prepares, analyzes and distributes appropriate reports.
- Stays current with industry practice on marketing communications using knowledge to impact communication tactics.
- Assists with the promotional activities related to all events ie golf tournament, gift wrapping, new programs, funding announcements and other fundraisers as needed.
- Ability to work flexible hours based on scheduled special events.

The Hutton House Board of Directors reserves the right to revise the job description at any time.

I agree to the above job description and general expectations as to the purpose of my employment with Hutton House.

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Signature

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Date