

MPDC Job Description

Job Title: Marketing & Communications Manager	Department: Resource Development
Position Status: Full-Time Exempt	Pay Rate/Salary: 75,000 – 85,000/yr
Reports to: Director of Resource Development	Estimated Start Date: ASAP

About MPDC: Madison Park Development Corporation (MPDC) is a 59-year-old community development corporation (CDC) that serves the Roxbury neighborhood of Boston. Our mission is to foster a vibrant, healthy Roxbury neighborhood that supports the well-being and advancement of the community. As a leading developer in the community-based non-profit sector we have developed and preserved 1,400 units of quality, mixed-income housing, commercial space and 2 community facilities. We also offer a robust array of community action programs that include resident leadership and engagement, youth development, health equity and wellness, financial literacy, and arts and culture programming. Full-time positions include a generous employee benefit package.

Position Description: Under the strategic direction of the Director of Resource Development and Marketing (DRDM), the Communications Manager has responsibility for three key areas at MPDC:

- Public and External Partner Relations
- Marketing, Communications & Branding
- Virtual & Public/Outward Facing Events

The Communications Manager is responsible for creating and disseminating external communications including newsletters, Eblast emails, communications to constituents (i.e., fundraising appeals, event announcements, etc.), print & digital marketing design and campaigns (including website & social networks), and all outward facing virtual & public events across the entire organization. The Communications Manager works closely with all program directors to direct and maintain MPDC's public image, brand and relationships.

Responsibilities:

- Implement highly visible external events and activities
- Implement a year-round public relations strategy that compellingly articulates the mission, work, and impact of MPDC to our residents, community partners, media, donors, and other external stakeholders.
- Create and distribute a vibrant monthly newsletter including obtaining content and visuals from staff.
- Coordinate all external e-blast/email communications to MPDC subscriber list, including all Resource Development, Dewitt & Hibernian Hall communications (performance announcements, annual appeals, major donor communications, etc.).

- Provide monthly reports on Communications activities through data analysis and summary of public relations to board members and senior staff.
- Support special projects, programs, and organizational initiatives under the direction of the DRDM.
- Promote MPDC's visibility through our website, digital marketing, social media platforms, including expanding audience and engagement.
- Implement staff input to continually update and enhance content and graphic design on MPDC's digital and print materials, ensuring they always contain accurate, current, and engaging content.
- Manage branding on digital and print collateral for program events and fundraising campaigns.
- Coordinate and fully execute all MPDC organizational virtual and public events.
- Maintain policies and procedures for external organizational event invitations, planning and external event presence, event tabling, etc.

Required Knowledge, Skills, and Experience: *

Education: Bachelor's degree or equivalent working experience.

Experience: Minimum 3 years of experience in Marketing, PR and/or Communications role. Experience developing and implementing communications strategies.

Skills:

- Must be proficient in HTML and using WordPress
- Must demonstrate proficiency in Cava, HootSuite and all social media platforms
- Excellent writing/editing and verbal communication skills; knows how to craft and tell stories.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, community partners, and other supporters
- Self-starter, able to work independently as well as take direction; enjoys creating and implementing new initiatives.
- Ability to work under pressure and manage multiple projects at once.
- Experience developing communications plan that makes best use of limited resources to achieve goals.

*Must be able to pass a CORI, reference, educational and professional licensure check