



Marketing & Communications Manager

About the Organization

WIF advocates for and advances the careers of women working in the screen industries—to achieve parity and transform culture. Founded in 1973 as Women In Film, WIF supports all women working in film, television and digital media, from emerging to advanced career, focusing on advocacy and education, and working to preserve the legacies of all women working in the entertainment community.

About the Position

The full-time **Marketing & Communications Manager** supports the organization with managing the overall messaging for the organization. They will oversee all owned media campaigns to increase awareness, drive engagement, and demonstrate our impact as well as be an integral contributor to our external brand positioning. This role will report to the Director of Marketing & Communications.

Responsibilities include:

- Work with Director of Marketing & Communications to implement strategic communications plan for the brand, and its practical execution on a day-to-day basis
- Create messaging around key PR moments in the industry and the WIF calendar that amplify the organization's thought leadership
- Develop and execute WIF's social media, website, newsletter, and content strategies
- Oversee owned marketing and communication campaigns for events, programs, membership, annual fund, etc.
- Write press releases, op-eds, speeches, and other thought-leadership materials
- Work closely with Development department to craft communications that inspire philanthropic giving and engage members and sponsors
- Project manage multiple campaigns, deadlines, and internal and external resources
- Ensure consistency of the WIF brand by managing designers, agencies, and vendors to produce marketing materials including event key art, invitations, and digital assets
- Stay up to date on emerging content platforms and advise the team on potential new avenues to increase engagement
- Monitor metrics to maximize engagement
- Manage photo and video coverage of events
- Supervise Coordinator
- Oversee interns
- Other duties as assigned

Qualifications:

- Minimum of 4-5 years working in marketing, public relations, and/or communications
- BA/BS in marketing, public relations, communications, or a related field
- Excellent communications skills, both written and verbal, across all media platforms
- Fluency in social media platforms (Instagram, Twitter, LinkedIn, TikTok, Facebook, and YouTube)
- Familiarity with MailChimp, Wordpress, G-Suite, video editing, and task management software (i.e. Monday.com).
- Proficiency in graphic design, video and multimedia editing tools
- Excellent project management skills and a history of prioritizing and balancing multiple tasks under pressure
- Experience managing direct reports
- Commitment to collaborative problem-solving with a positive attitude
- Demonstrated ability to engage diverse audiences across multiple platforms
- Ability to take initiative, be creative, work well independently, as well as part of a team
- Ability to work flexible hours in order to participate in occasional evening meetings and events
- A genuine interest in Women In Film's mission and the ability to articulate it to a wide audience, as well as an interest and understanding of the entertainment industry, and awareness of industry news and trends

This is an Exempt, Full-Time, Year-Round position that reports to the Director of Marketing & Communications.

Please send resume, cover letter via email only to jobs@wif.org with "MarComms Manager Applicant" in the subject line of your email. No phone calls please.

Hiring range: \$65,520–\$72,000 yearly, depending on experience; benefits to include medical, dental, 403B (retirement), vacation time, sick time and holidays.

WIF is an equal opportunity employer. WIF strongly believes in the strength of diversity and therefore actively encourages people of any race, color, gender, national origin, religion, age, and ability to apply for positions.