

Uplifting Athletes Inc.

Position Description

Title: Sr. Manager, Integrated Marketing Communications

Status: Exempt

Manager: Executive Leadership

Last Updated: August 3, 2022

To Apply: Please send a single PDF file of your cover letter and resume to careers@upliftingathletes.org

The **Senior Manager of Integrated Marketing Communications (IMC)** will manage all aspects of communications development for Uplifting Athletes under a *one brand strategy*. This role will manage the end-to-end IMC planning process and content development/execution across all constituent touch points to assure consistency in messaging and alignment with the Uplifting Athletes brand.

The role includes staff and consultant/agency management, creative development, creative approvals, leading cross-functional teams, and collaboration with key internal and external partners. Key skills needed include strategic thinking, staff management, consultant/agency management, creative concept evaluation, project management, planning and organization, working within a team, and creative/strategic acumen. Marketing and agency experience preferred.

Primary Responsibilities:

- Steward the brand vision, purpose, foundation and ensure consistency of activation across business teams with the goal of developing the Uplifting Athletes brand
- Develop ideas and communication strategies that creates magnetic connections between the Uplifting Athletes constituencies that will builds strategic partnerships and delivers business growth initiatives
- Leads IMC strategy, creative development, and execution for the Uplifting Athletes brand across all constituent touchpoints including traditional and non-traditional mediums.
- Lead the communication integration efforts for the Uplifting Athletes brand to foster connections and engagement with the Uplifting Athletes constituents across all forms of media.
- Develop creative briefs that clearly articulate communication objectives and success criteria to inform and direct staff, agency, and partner creative development.
- Management of consultants/agency fees, production budgets and rigid IMC timeline management to ensure timely implementation.
- Manage various consultants/agencies and partners to concept, develop and execute all creative delivers the consumer insight and solves the business problem.
- Analyze, interpret, and optimize digital data and analytics to ensure efficiency in communications efforts.
- Collaborate with communications staff and Uplifting Athletes leadership to plan, develop and execute fully integrated and strategic marketing campaigns.
- Cultivate and curate new content creation models throughout the IMC process.

Experience:

- Minimum 4-to-6 years of marketing/advertising experience in a client-side or agency role with experience in traditional and non-traditional content development, off-line and online media including video, digital, social, and mobile.
- Experience in IMC planning and process across paid, owned, earned, and shared connections.
- Experience leading and partnering with consultants/agencies and IMC teams.
- Exposure to nonprofit and/or sports marketing is favorable

Education:

- Bachelor's degree in communications, advertising, or marketing is required.

Knowledge, Skills, Abilities:

- Strategic thinking, agency management, creative concept evaluation, project management, planning and organization, working within a team, creative/strategic acumen, relationship building, collaboration, proactivity, results focus, proven ability to manage to key business indicators
- Understanding of digital analytics
- Understanding of consumer trends, insights, passion points and media content consumption behaviors to capture new consumer opportunities
- Ability to work both independently as well as collaboratively
- Digital mindset
- Excellent communications skills, both orally and verbally
- Proactive and results driven
- Strong curious nature

Compensation:

This is a full-time position including salary and benefits. Expected salary range is (\$65,000- \$85,000). This will be commensurate with experience of the candidate.

Work Environment

- Location: Remote - core hours 9:00am to 5:00pm EST
- Preferred primary work location to be in the Greater Philadelphia Region, Eastern time zone with close proximity to major airport required.
- This position may require travel up to 10% of the time.

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About Uplifting Athletes

Uplifting Athletes, a nonprofit organization founded in 2007, harnesses the power of sport to build a community that invests in the lives of people impacted by rare diseases. Since 2007, Uplifting Athletes has raised more than \$7 Million dollars by engaging athletes in order to positively impact the rare disease community through research and driving action. To learn more about Uplifting Athletes visit www.upliftingathletes.org

The statements herein are intended to describe the general nature and level of work being performed. These statements are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required by personnel so classified. Other duties may be assigned.