



<b>Title</b>	<i>Charities Marketing Manager</i>
<b>Department</b>	<i>Marketing</i>
<b>Reports to</b>	Director of Communications and Marketing
<b>Hours</b>	<i>9:00 am – 5:00 pm</i>

### Job Purpose

ISSA Charities, a 501©(3) non-profit organization, is the philanthropic arm of ISSA, the worldwide cleaning industry association, and is composed of three signature charities: ISSA Hygieia Network, Cleaning for a Reason, and ISSA Scholars. Each charity has a distinct mission to achieve the same goal: make the world a cleaner, healthier, and better place to live.

As Charities Marketing Manager, you will manage all the marketing and communications for all three ISSA charities, designing and implementing integrated communications across marketing platforms. This includes communications within the organization and externally with members, donors, sponsors, council, committees, and volunteers. This position will coordinate with the ISSA marketing and communication team.

### Duties and Responsibilities

- Oversee and execute the planning, development and implementation of all marketing and communications, including social media, print and digital content, website, email marketing, public relations, newsletters, collateral, and advertising.
- Measure, track, and analyze marketing results to inform effective decision-making.
- Ensure that brand identity, messaging, and marketing and communications strategy are infused in all organizational efforts.
- Draft project briefs and lay out project assignments for marketing initiatives and communications campaigns.
- Manage all project steps within work management application and keep stakeholders informed of project updates and plan changes.
- Make recommendations on innovative communication tactics that could benefit stakeholders and Marketing Team.
- Continually monitor plan progress and measure the effectiveness of marketing activities, adjusting the strategy as needed.
- Ensure compliance with marketing best practices, provide quality assurance for projects, and identify and implement process improvements.
- Create new content and maintain current content for the website.
- Promote specific programs, events, and projects with planned campaigns.
- Research and write testimonials, case studies, etc.
- Maintain strong relationships with key internal and external partners, including member volunteers and council-level contacts.
- Build strong relationships across the organization to stay current on our wide range of programs and to infuse an awareness of marketing and messaging in all of our work.
- Other duties as assigned or required to advance the mission of the organization.

## Key Competencies

- Thorough understanding of traditional and emerging marketing tactics and channels.
- Strong organizational skills and ability to juggle multiple tasks and responsibilities simultaneously.
- Ability to manage a variety of complex marketing and communication projects such as direct mail production, email campaigns, webinars, social media, video production, etc.
- Proficient in goal setting, marketing planning, and project budgeting.
- Excellent overall communication skills.
- Outstanding attention to detail, organization, and deadlines.
- Familiarity with marketing analytics to measure the results of initiatives and campaigns.
- Prior experience managing internal customers, external volunteers, donors, and sponsors.
- A strong work ethic, problem-solving orientation, and ability to work both independently and collaboratively with stakeholders.
- Ability to set realistic expectations with team leaders and to seek creative approaches/solutions for their needs.

## Mandatory Qualifications

- Bachelor's degree in marketing, communications, or a related field from an accredited university.
- Minimum of 5 years of experience working in a marketing or communications role.
- Proficient in Microsoft Office suite, including Word, Excel, Outlook, PowerPoint, and Teams. Familiarity with Salesforce, Pardot, and Adobe PDF software.

## Beneficial Qualifications

- Minimum of 5 years of experience as a Marketing Manager or equivalent role.
- Experience working with a non-profit organization.
- Prior experience using a project management software such as Asana.

## Working Conditions

This position will require working standard business hours, sitting for extended periods of time, standing, and some minor lifting. This position may be required to attend annual trade show for a week which will consist of travel and overnight stay.

## Direct Reports

None

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