



PENDLE HILL

A QUAKER STUDY, RETREAT & CONFERENCE CENTER

338 Plush Mill Road
Wallingford, PA
19086-6023
(610) 566-4507
FAX (610) 566-3679
www.pendlehill.org

POSITION: Marketing Manager

REPORTS TO: Director for Advancement

Supervises: Website Associate

GENERAL SUMMARY: The Marketing Manager works collaboratively and strategically with colleagues in the core program and service areas of Pendle Hill to determine current and emerging priorities and goals for the marketing and promotion of Pendle Hill – and to implement successful tactics to meet those goals.

The manager crafts compelling messages regarding new and ongoing programs; identifies and reaches target audiences and successfully attracts new guests to campus for programs and services; uses media effectively, including social media, to raise the profile of Pendle Hill with new markets, while continuing to strengthen relationships with established constituents; makes effective use of resources to maximize impact while staying within budget.

WORKING ENVIRONMENT: Pendle Hill is a Quaker study, retreat, and conference center that offers programs to people of all faiths and backgrounds. Pendle Hill offers residential and commuter study programs, weekend workshops and retreats, consultations, scholarship opportunities, publications, bookstore, and conference space on our beautiful 23-acre campus.

DUTIES AND RESPONSIBILITIES:

1. Designs various print, electronic, and (on occasion) audio/video collateral pieces in support of: achieving maximum recognition and relevance of our programs/services; attracting new prospects (for programs and services); converting them to paying customers; and retaining our core constituency.
2. Implements, and makes any needed improvements to, our marketing plan, ensuring that we remain up to date and strategic with our selected tactics, and that our efforts to reach new and well-matched audiences for our programs/services are successful.
 - a. Building off of, but not limited to, our Marketing Plan, develops and implements effective marketing strategies and tactics for increasing participation in our programs/services.
 - b. Researches and identifies the wants and needs of our target customers in support of achieving goals.

3. Creates messaging and communications about Pendle Hill that retain and add value for our “brand” for current constituents.
4. Creates messaging and communications about Pendle Hill that retain and add value for our “brand” for new regional and national audiences.
5. Crafts and models the “voice” of Pendle Hill for our communications and uses our core messaging successfully in various channels.
6. Collaborates with representative colleagues (drawing on their specific knowledge) in order to develop short, medium, and long-term marketing goals for each key service/program at Pendle Hill. Matches the right potential audience for each, and identifies the most effective ways to reach those audiences.
7. Design (no less than yearly) public relations campaigns to raise Pendle Hill’s profile locally, regionally, nationally, and internationally.
8. Strategically raises the profile of Pendle Hill with target audiences (with an eye on diversity) through placements in newspaper, magazine, radio, internet and other vehicles.
9. Develops text and media content for the Pendle Hill website, emailing, and social media.
 - a. Routinely monitors the website and social media platforms to ensure all content is current and meeting current/best practices to meet our objectives of being accessible, relevant, and in demand.
 - b. Tracks and measures web analytics.
10. Ensures a consistent high-quality look to all of our organization’s various communications materials, and ensures that within that portfolio of materials there is a consistent high-quality voice in our messaging.
11. Manages, administers, and provides content for the creative use of Pendle Hill’s Facebook, Twitter and other social media accounts.
12. Routinely monitors the various physical signs around campus to ensure that our on-campus messaging is in line with our goals.
13. Holds a deep understanding of Pendle Hill: historic, current, and emerging, and brings superior messaging skills and techniques to communicating about our organization and offerings.
14. Consistently stays within budget and presents budget-improving options.
15. Occasionally assists in the coordination of webinars, podcasts, and other a/v needs by providing strategic counsel.
16. Ensures that high-quality photos (and/or videos) of our visitors/campus are taken on a regular basis. As needed, coordinates professional photography for the success of specific projects.
 - a. Manages and organizes all photographic images and digital files.
17. Bids projects, tracks production, and maintains good business relationships with outside vendors (printers, designers, mail-house, etc.).

REQUIRED QUALIFICATIONS:

1. Bachelor's degree in marketing, communications, or media relations or equivalent experience.
2. Demonstrated proficiency in results-oriented marketing and communications from conceptualization through implementation (samples will be requested).
3. Ability to make website updates using HTML code (our CMS is WordPress).
4. Generates content for and mails a monthly e-newsletter (including occasional interviews and other content writing). Other large-scale emails as needed.
5. Ability to understand and guide the collaborative work in a multifunctional organization, while also thriving as a self-starter.
6. Excellent communication and presentation skills (written and interpersonal).
7. Demonstrated good judgment and confidence in managing competing priorities; excellent time management skills.
8. Understanding of and proficiency in effective marketing/communications strategies and tactics in the use of electronic as well as traditional media.
9. Enthusiasm about helping our programs and services become known by new and returning audiences.
10. Ability to effectively acquire, and oversee to fulfillment, contracts for support services.
11. Facility and experience with various software programs that support this field of work; commitment to ongoing learning about emerging tools.
12. A welcoming attitude and willingness to provide hospitality for members of, and visitors to, the Pendle Hill community. Openness to a wide range of spiritual beliefs and experiences.
13. Understanding of and enthusiasm for Quaker faith and practices, or a willingness to gain and deepen such.
14. Appreciation for the role of Quakerism in the mission of Pendle Hill, and enthusiastic alignment with our mission, vision and values.

DESIRED QUALIFICATIONS:

1. Proven graphic-design skills.
2. Familiarity with WordPress, Moodle, and/or Vertical Response, as well as using HTML code for content formatting.
3. Experience in generating audio/video content for marketing purposes.
4. Visionary thinker who is also able to "do" a lot of the marketing work in-house.
5. Additional familiarity with Advancement work.

TIME EXPECTATIONS:

This is a full-time, exempt position. Occasional evening or weekend work may be required.

Full-time staff at Pendle Hill spend a few work hours each week contributing to the community through meal time, housekeeping, or maintenance work.

COMPENSATION AND BENEFITS:

Compensation includes cash salary and benefits including medical and dental insurance, retirement, generous paid vacation and holidays, and the opportunity to take Pendle Hill courses for free or at a significantly discounted rate.

Compensation may also include on-campus residence and board (depending on the availability of housing, at Pendle Hill's discretion).

NONDISCRIMINATION POLICY:

Pendle Hill encourages the participation of all and seeks to appoint to its staff individuals of diverse backgrounds and to do so without discrimination on the basis of gender, religion, race, color, age, sexual orientation or national origin.

BACKGROUND CHECKS:

Pendle Hill will conduct a background check for all candidates prior to hire.

INTERESTED? Please submit a current resume, contact information for **three** references, and a cover letter describing your qualifications (including how you heard about the position) to Sandy Horne at Pendle Hill, 338 Plush Mill Road, Wallingford, PA 19086 or shorne@pendlehill.org. Please put **Marketing Manager** and your last name in the email subject line.

Review of applicants will begin on August 29th and continue until the position is filled, with an anticipated start in September or October 2014.