



Design and Marketing Manager

Social Enterprises, Inc. is a social impact event management company committed to driving action from audiences, through educating attendees by providing actionable, collaborative experiences that empower sustainable and socially just communities. As a certified Benefit Corporation (B Corp), Social Enterprises meets the highest standards of verified social and environmental performance, public transparency, legal accountability, and utilization of the power of markets to solve social and environmental problems. We are part of a growing global movement of people using business as a force for good. Through the power of our collective voice, our society will enjoy a more shared and durable prosperity for all.

Please see our website at socialenterprises.net for more information about our company and events.

We are currently seeking a full-time **Design and Marketing Manager** to join our busy Portland, Oregon based organization. Starting salary for this role is \$50,000 to \$60,000 per year, commensurate with experience. Work will be conducted primarily remotely at your home office space; at our available small office space or in a hybrid fashion.

Required Qualifications Include:

- 4-5 years marketing led graphic design experience
- Mid-level experience with Adobe Illustrator, InDesign and Photoshop
- Mid-level experience with HTML, CSS and various website content management systems
- Familiarity with Google Docs and the Microsoft Office Suite
- Knowledge of social media post graphic sizes, guidelines and best practices
- Understanding of email campaign platforms such as Mailchimp, Campaign Monitor, etc.

Interested candidates should submit a resume & cover letter to hr@socialenterprises.net. Please specify "**Design and Marketing Manager**" in the subject line of your email.

Social Enterprises is committed to a policy of equal employment opportunity. Our decisions and criteria governing the employment relationship with all employees are non-discriminatory, and are based on job requirements and an individual's skills and experience without regard to age, race, religion, sex, national origin, marital status, sexual orientation, gender identity, gender expression, veteran status, disability or any other status protected by federal, state or local law.

Job Description

The Design and Marketing Manager works under the creative direction and strategic oversight of our clients and is accountable for the outcomes and effectiveness of creative materials. This position is responsible for graphic design, web design, email marketing, and social media promotions for our organization and client events.

The Design and Marketing Manager's role is to conceive, execute and measure original, brand relevant visual identities and promotional tools in a range of mediums based on the company and client's desired outcomes, with the overarching goals of audience awareness, ticket sales and positive stakeholder experience before, during and after an event. This role collaborates with team leaders in programming, events and partnership departments to deliver effectively for our clients and projects. This role is also responsible ensuring that digital/online and print marketing program elements are delivered in a professional manner in accordance with organizational goals in a team environment.

The primary purpose of this role is to support awareness, interest and excitement in Social Enterprises events among identified stakeholders with design elements that are delivered via events websites, email marketing and social media campaigns.

Job Responsibilities

Creative Compass // Consistently develop innovative, useful tools for clients and key event stakeholders to use, be aware of industry and general design trends, and present new, exciting directions to explore.

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Design/Event Materials // This role is responsible for managing the creative development process internally and with clients; building a suite of cohesive, creative, original, engaging, effective and brand appropriate materials; creating and driving timelines; regular competitive analysis of events industry; reporting results and setting goals for advancements. This includes oversight, development and deployment of:

- Logo and brand development
- Event signage – print and digital formats, including large scale entrance units, banners, window clings
- Event specific multi-page informational documents used for soliciting sponsorships, community partners and recapping the event with high-level infographics, statistics and photography
- PowerPoint decks for use onsite as digital brand recognition, displaying programming content and sponsors
- Printed booklets for displaying the Conference programming and other various onsite print materials
- Create custom advertising/promotional materials for partner and stakeholder promotion upon request
- Print and digital advertising thru various media channels

Web // Responsible for running the creative development process and maintenance of websites; including creative brief, creating and designing event websites, building and managing timelines, and communication with clients on project progress. Responsible for creating and updating successful, functional and visually attractive event websites which provide key information, drive users to register and are findable by search engines. This includes oversight, development and deployment of:

- Knowledge of various types of CMS platforms like Wordpress, Squarespace, GoDaddy, etc.
- HTML & CSS basics are necessary
- Experience implementing and tracking via Google Analytics for reporting site success and traffic to clients

Email Marketing Campaign Creation/Execution // Responsible for creating and distributing email marketing promotion 1x/month starting 10-12 months pre-event for all assigned SE event projects. Email distribution frequency increases to 1x/week starting 6-8 weeks pre-event date depending on ticket sales/attendance numbers. This role will coordinate all of the following:

- Utilize SE MailChimp account for all email marketing, or other custom SE log-in for client-designated email marketing system
- Create custom graphics that effectively promote event program, speakers, partners and stakeholders to drive action and registration
- Ensure all information is accurate, spell-checked and in best condition before final client approvals
- Ensure all sponsor logos confirmed at time of email deployment, links and other showcase points are up to date and accurate
- Manage/update email lists on a regular basis to ensure optimal click thru and open rates

Social Media/Event App Graphics // Ensure social media graphics (all channels/sizes) are created in real-time to meet campaign requirements/needs. Confirm social media awareness/integration into ads, website, and all event marketing materials.

- Collaborate with copy writer on weekly/daily posting schedule per master best practice timelines
- Creation of graphics featuring key programming, stakeholders and event partners (pre-approved by client)
- Create custom social media graphics for various stakeholders: leadership teams, speakers, community and media partners by request
- Establish look and feel with custom graphics for digital event platform such as: Socio, Swoogo, Swapcard, etc.

Client Meetings

- This role will attend client project update meetings, as needed, report to team on action items and ensure on-time delivery from appropriate parties and assist in maintaining and driving good working relationships with client contacts.

Marketing Project Management

- Coordinate key elements in weekly client meetings based on weekly company status meetings; assign weekly tasks in Basecamp, ensure documents are updated and tasks are completed.
- Contribute and collaborate on Event Recap based on lessons learned and the event outcome.
- Update Event Project Reports on a monthly/weekly/daily basis with real-time marketing campaign updates
- Actively use company systems to manage projects - Basecamp, Google Docs and Harvest time tracker

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Skills and Abilities Required

- Exceptionally detail-oriented and organized, ensuring quality and consistent output
- Careful time management and project management skills to ensure projects stay within labor hours allocation
- Strong initiative to drive project independently while tracking and communicating effectively with team
- Ability to maintain a professional attitude and work independently with little guidance in a fast paced changing environment
- The ability to communicate in a productive and professional manner with clients and team members
- Actively contribute in a positive manner during meetings with staff and business partners
- Balance between big picture understanding of concepts and being exceptionally detail-oriented and organized, ensuring quality and consistent output
- Ability to effectively solve problems, make decisions and take action, exercising independent judgment