

# MARKETING & COMMUNICATIONS MANAGER



SPARK POLICY INSTITUTE  
igniting public policy and community change

*Please note: This position is based out of Denver, Colorado.*

## ABOUT SPARK

When was the last time you had fun at work while knowing you were making a difference? Now is a great time to join the Spark Policy Institute team – get all the benefits of working with an extensive network of engaged stakeholders while working day to day in a small, flexible team environment. Not only do we take pride in what we can accomplish together, we have fun! Your creativity, passion for making a difference, and energy are what we need.

Our team is made up of individuals who are deeply invested in helping policymakers, funders, and communities find solutions to complex problems. We tackle the problems that are too messy for any one group to solve – issues that cross multiple sectors, policy arenas, and levels of government – and find solutions through broad participation of stakeholders. We begin by understanding the problems, then identifying and crafting the solutions and, often, assisting our partners to implement them. We embrace input and feedback to promote inclusion of all voices. We are committed to equity and social justice, recognizing complex societal problems often disproportionately impact low income communities and communities of color. We believe all voices are needed for sustainable change to occur. We champion innovation and learning, and take on projects that align with our values while giving us opportunities to grow.

Our hiring approach is to look for passionate and motivated individuals with a **commitment to social justice**, a high level of **learning agility**, and **comfort with ambiguity**. We also strongly believe that a diversity of experience and backgrounds strengthens our team and our collective ability to make a meaningful difference.

## POSITION DESCRIPTION

The Marketing and Communications Manager will work closely with the Director of Finance to ensure consistent messaging and communication to Spark’s current and potential clients, stakeholders, and partners. This work will ensure Spark’s continued reputation and build brand awareness, help drive Spark’s strategic growth, and support staff in their new business development and marketing opportunities. This work is critical to ensuring that Spark can maintain our brand promise and grow our ability to effect meaningful and positive change through our partnerships with clients.

## KEY JOB RESPONSIBILITIES

- **Quality Assurance:** Ensure Spark’s deliverables are polished, well-structured, clear, and well-presented. Support staff with the development of critical project-related reports and presentations for our clients, stakeholders, and partners. This ranges from proactively helping staff determine the audience and structure of their products from the outset to copy editing and formatting the final product. It also includes helping staff develop proposals for new work. Spark is looking for someone with a passion for editing and developing professional-level publications and presentations in

partnership with their main client, Spark staff. Quality assurance-related duties account for approximately 40% of the position.

- **Marketing Strategy:** Develop a marketing strategy that is responsive to the changing political and economic environment and helps grow Spark in its identified strategic direction in partnership with Spark's work development committee. Partner with the work development committee to look at what competitors are doing and propose how Spark should position itself, what materials should be developed to build Spark's reputation, and how Spark should structure its annual thought leadership strategy. The committee will provide guidance on the primary topics to focus on, the position will help determine what mediums to use, and what audiences should be targeted. This accounts for approximately 25% of the position.
- **Social Media and Website Management:** Manage the development and maintenance of Spark's toolkits, blogs, newsletters and other mediums to build Spark's brand and reputation. Responsible for maintaining and updating our websites through WordPress. Our social media channels are on Twitter and LinkedIn. This accounts for approximately 20% of the position.
- **Project Communications and Marketing Support:** Work in partnership with project teams as a thought partner on projects that require strategic communications. This accounts for approximately 10% of the position.
- **Track Success:** Monitor metrics and conduct ongoing informal and periodic formal assessments of the effectiveness of Spark's communications strategies and implementation efforts. This accounts for approximately 5% of the position.

NOTE: Percent allocations are approximate and are likely to vary considerably from week to week and month to month depending on priorities.

## QUALIFICATIONS:

- Professional-level writing abilities, including strong grammar, ability to organize information, and clear and concise content appropriate for the intended audience
- Experience preparing written materials using a strategic approach that includes careful assessment of the audience, necessary content, unnecessary content, and resources available (including time)
- Is competent with cultural diversity, race, gender, disabilities, and other individual differences
- Able to listen attentively and capture complete and accurate information during meetings and translate that into well-formulated written documents or presentations
- Has experience in being able to advance issues through strategic communication
- Is highly motivated, creative, and energetic and passionate about Spark's work
- Is adept at working within a fast-paced, flexible, open environment where multiple competing deadlines need to be prioritized
- Effective organization, management and interpersonal skills and able to maintain a cooperative, supportive and productive relationship with other members of Spark's staff, clients and partners
- Actively seeks and is receptive to feedback; willing to learn and willing to undertake personal growth and change; embracing continuous improvement.

- Proficient in all Microsoft Office applications (Word, PowerPoint, Excel, etc.), Gmail, Google Calendars, WordPress, Twitter, LinkedIn, Google Analytics and Google Drive. Prefer knowledge of publishing software (such as InDesign, Adobe Photoshop, etc.) and SEO.

Spark encourages applicants with varied work and life experience who can demonstrate the above skills. We are particularly excited about applicants with personal or professional experience working to advance equity, social justice, and/or environmental justice.

A typical applicant will have over five years professional experience with at least three years of experience in marketing and communications and hold a Bachelor's Degree. However, professional marketing and communications or related experience may be substituted for the educational requirement.

## COMPENSATION

Spark offers a competitive salary commensurate with skills and experience and a full benefits package including health, dental, life, and disability insurance; retirement plan; paid time off and holidays; wellness programs; and a flexible work schedule. At Spark, we prioritize work-life balance and seek team members who do the same.

Spark employees can work from home occasionally and some travel may be required, but the majority of time is expected to be in the Denver office.

Spark is committed to an office culture of inclusivity. All qualified applicants will be afforded equal employment opportunities without discrimination based on race, creed, color, sex, gender identity, veteran status, national origin, sexual orientation, disability, or marital status.

## TO APPLY

**Resumes, cover letters, and writing sample are due no later than 12 PM Monday April 3<sup>rd</sup>, 2017 and should be submitted through the career section of the webpage:**

<http://sparkpolicy.com/careers.htm>.