

## Position Opening

**POSITION:** Marketing Manager II-III

**STATUS:** Full-time / Benefitted / Hourly / Non-exempt

**COMPENSATION:**

Marketing Manager II: \$33.98-\$41.19/hr.

Marketing Manager III: \$39.11-\$47.40/hr.

**DEPARTMENT:** Center for Healthy Communities

**LOCATION:** Chico State Enterprises' Center for Healthy Communities (CHC), this position is eligible for telecommuting and will require occasional travel.

**RECRUITMENT ID: 088**

**RESIDENCY:** Candidate must be a California resident. Chico State Enterprises is not a sponsoring agency for staff and management positions (i.e. H-1B Visas).

**ESSENTIAL JOB FUNCTIONS:** Under direction of the supervisor and Graphic Design Manager, the Marketing Manager II-III collaborates with the Public Relations and Marketing Team, overseeing 90% marketing and 10% design activities, including but not limited to:

- Creatively lead marketing and public relations efforts including tracking and analyzing data to measure success and insights.
- Consult with teams, researchers, and external partners among others to strategize about and develop unique marketing campaigns to promote CHC's services, brand identity, and outreach efforts.
- Craft compelling narratives through content creation and storytelling, highlighting important topics, successes, and impact.
- Collaborating with the team to meet deadlines and adjusting marketing campaigns for better engagement outcomes.
- Actively promote CHC through press release distribution, article development, blog, and program reports.
- Mentor staff regarding effective marketing strategies and research solutions as appropriate/applicable.
- Effectively facilitate marketing related meetings, prepare agendas, and conduct action item follow-up.
- Build short- and long-term strategic goals, action plans, milestone check points, and pivot and adjust to problem solve, anticipate, address, and enhance marketing efforts and processes.
- Assisting with designing, developing, and placing ads, social media ads, email blasts, and other digital marketing strategies.
- Conducting target audience research to determine needs, wants, habits, interests and other relevant factors used in creating targeted marketing campaigns.
- Researching previous successful marketing campaigns to understand what worked, what didn't and what can be improved.
- Reviewing the progress and success of campaigns and making adjustments, as well as pitching new and creative ideas for future campaigns.
- Demonstrate understanding of various communication vehicles and methods.

**EMPLOYMENT STANDARDS:**

- **Marketing Manager II** requires a Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Business, Advertising, or closely related field and a minimum of 3 years or equivalent amount of time of professional work experience with increasing knowledge in implementing marketing strategies
- **Marketing Manager III** requires a Bachelor's degree in Communications, Public Relations, Journalism, Business, Advertising, or closely related field and a minimum of 6 years or equivalent amount of time of professional work experience with increasing knowledge in implementing marketing strategies.
- Experience and skills with Microsoft Outlook, Excel, Power Point and Zoom.
- The ideal candidate should excel in communication via email, phone, Zoom, and in-person meetings, coupled with strong interpersonal, planning, writing, and organizational skills.
- Ability to work independently with support from the supervisor, Graphic Design Manager, and the PR and Marketing team.
- Ability to access stable internet.

**PREFERRED EMPLOYMENT STANDARDS:**

- General knowledge of systems, techniques and processes used in website design, photography, printmaking, and other applicable media.
- General knowledge with graphic design software and hardware systems and peripherals, including Adobe Creative Suite.
- Experience using public benefits such as CalFresh Food or Medi-Cal.

**BENEFITS:**

Benefits for employees working 30 hours or more per week include employer paid life insurance (\$50,000) and long-term disability; options for health, dental, and vision insurance; FSA; 14 paid holidays including 1 personal holiday; vacation accrual (initially 10 days/year); sick leave (up to 12 days/year); employer contributions to your 403(b) retirement plan (up to 8%).

**HOW TO APPLY:**

To be considered, submit the following documents by **March 1<sup>st</sup> 2024**. Documents submitted after this date may not be considered.

- Resume
- Chico State Enterprises Application

**BY DROP BOX:** <https://csuchico.app.box.com/f/5cf4c33bdbd04005b5b16e96dcc8aa56>

**BY EMAIL:** [csejobs@csuchico.edu](mailto:csejobs@csuchico.edu)

Paper applications will not be accepted; however, Chico State Enterprises is an Equal Opportunity Employer and is happy to provide reasonable accommodations to applicants at any step of the application process. If you need assistance in this regard, or are having technical difficulties, please contact the Human Resources office at 530-898-6811 or [csejobs@csuchico.edu](mailto:csejobs@csuchico.edu) prior to 5:00 pm on the document deadline date. The employer is Chico State Enterprises, a non-profit corporation serving as an auxiliary organization of California State University, Chico. Employment is considered to be at-will.

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER:**

Chico State Enterprises is an Equal Opportunity Employer and does not discriminate against persons on the basis of race, religion, color ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, National origin, sex, sexual orientation, covered veteran status, or any other protected status. It is the Enterprises' policy to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees must provide proof of identity and authorization to work.