

**NATIONAL WIC ASSOCIATION, NWA**  
**JOB DESCRIPTION AND PERFORMANCE EVALUATION STANDARDS**

**Date:** October 7, 2019

**POSITION:** **Marketing Communications Manager**

**REPORTS TO:** VP, Nutrition Programs & Administration

**RESPONSIBILITIES:** The Marketing Communications Manager is responsible for managing NWA marketing, promotions, recruitment, and advertising strategies and activities for the Association and WIC. These includes supporting NWA's National Recruitment and Retention Campaign and assisting participating members to position/synchronize their marketing strategies with that of the Campaign. The incumbent is responsible for coordinating all strategies and activities with NWA's Media Communications Manager.

1. Collaborates with the Media Communications Manager to develop the Association's short and long-term communications strategies, plans, and activities.
2. Manages the development of, and coordinates communications for NWA membership and drives outreach activities.
3. Manages the overall NWA brand guidelines.
4. Supports Program Innovation Manager to strategize and coordinate marketing activities of NWA's National Recruitment and Retention Campaign.
5. Manages and coordinates the development and dissemination of NWA e-publications, including email blasts and blog posts.
6. Manages the formatting of NWA fact sheets, position papers, reports, and toolkits.
7. Manages the production of all Association print materials, publications, and website creation, including co-directing the creation, graphic design, editorial content, production, and dissemination of website and print materials such as NWA fact sheets and position papers, e-newsletters, and conference promotional materials.
8. Manages the creation, production, purchase, and placement of advertisement or other promotional material as appropriate.
9. Collaborates with the Education and Events Manager in content creation, marketing, and design work for NWA conferences and events.
10. Assists the Education and Events Manager and Media Communications Manager with the coordination of on-site communications, social media and email updates at NWA conferences, supporting the AV team as appropriate.
11. Manages the marketing, promotion, and advertising of NWA products, including the NWA calendar, NWA-approved magazines, and NWA outreach merchandise.
12. Performs other duties as assigned.