



## Special Olympics Idaho Marketing & Communications Manager

**Reports to:** SOID Vice President of Development

**Location:** Remote (with one day per week in-office in New Plymouth, Idaho)

**Status:** Full-time

**Salary Range:** \$50,000 – \$55,000 annually

### Position Summary

The Marketing & Communications Manager develops and implements strategies to increase awareness, engagement, and support for Special Olympics Idaho's mission. This role manages brand messaging, digital presence, some public relations, and storytelling across multiple platforms. The ideal candidate is a creative communicator with strong project management skills and a passion for nonprofit impact.

### Key Responsibilities

#### Brand & Strategy

- Develop and execute an annual marketing and communications plan aligned with organizational goals
- Maintain consistent brand identity across all platforms and materials
- Collaborate with leadership to integrate communications strategies into fundraising, programs, and events

#### Content Creation & Digital Media

- Manage website content, email marketing and social media channels
- Produce compelling stories, press releases, newsletters and promotional materials
- Create visual and video content that highlights the organization's mission and impact

#### Public Relations & Community Engagement

- Build and maintain relationships with media, partners and influencers
- Write and distribute press releases and coordinate media coverage for major events and announcements
- Support community outreach, speaking engagements and ambassador storytelling

#### Fundraising & Events Support

- Partner with the Development team to create campaigns, donor communications and event materials
- Oversee promotion of fundraising events, volunteer drives and awareness campaigns
- Support sponsorship recognition and stewardship through media and marketing assets

#### Measurement & Reporting

- Track and analyze engagement metrics across digital and print channels
- Provide regular reports on campaign effectiveness and audience reach

- Recommend adjustments based on data-driven insights

## **Qualifications**

- Bachelor's degree in marketing, communications, public relations or a related field (or equivalent experience)
- 2–3 years of professional experience in marketing or communications, preferably in the nonprofit sector
- Strong writing, editing and visual storytelling skills
- Proficiency in social media management, website CMS and design tools (e.g., Canva, Adobe Creative Suite)
- Excellent project management and collaboration skills
- Passion for advancing Special Olympic Idaho's mission and values

## **Compensation & Benefits**

- Salary range: \$50,000–\$55,000
- Benefits include health insurance, paid time off, retirement plan and flexible hybrid work option
- Opportunities for professional development and advancement