



Marketing and Program Manager (MPM)

This is a full-time, exempt salaried position. This position does require occasional weekend and special event coverage, and includes occasional retail work.

This position reports directly to the Executive Director (ED).

Position Scope

The Marketing and Program Manager (MPM) works in close collaboration with the Retail Coordinator (RC) and ED, as well as seasonal staff, contractors, volunteers, regional economic development groups, organizational partners, local and state representatives, and more to accomplish position goals.

Duties outlined below.

MARKETING

Marketing is on the forefront of every decision made by the MPM – it is an intrinsic part of daily duties.

Duties:

- Create daily social media posts across all platforms currently utilized by WREN
- Develop social media presence on emerging platforms
- Work in close collaboration with WREN staff to better promote incoming products, new vendors, and store initiatives
- Write regular press releases
- Maintain a comprehensive social media calendar to promote events, new merchandise, members, initiatives and opportunities, grants, etc.
- Create graphic designs for use in online and print campaigns
- Monitor website and update select graphic design components seasonally
- Provide feedback on contracted graphic design work as requested
- Manage Constant Contact biweekly newsletters (including content creation, graphic design, subscriber lists, etc.)
- Collaborate with partners and regional organizations on cross promotional marketing

GRANT ADMINISTRATION

The MPM is the organization's conduit for grants. Daily grants administration duties are performed by the MPM with occasional assistance from the ED and RC as required.

WREN's primary grant source is the Community Development Block Grant (CDBG) program (made available by HUD, NHCDFA, and Grafton County). The MPM will actively seek out and engage in new grant opportunities throughout the year in addition to managing the CDBG program (such as the JPP program).

Duties:

- Apply for numerous grants in a calendar year (including writing narrative portions, assembling required documentation, and working in close collaboration with WREN staff and contractors and outside parties to ensure accurate and timely completion of grant)
- Maintain physical and digital files for all grant opportunities, applications, and ongoing programs
- Engage in recordkeeping, including tracking financials (instructor invoices, programming invoices, free WREN memberships, yearly grantee reporting) for the CDBG grant program
- Assemble seasonal and yearly required reports (both within and outside of organization)
- Correspond with grant administrators and regional partners/economic development groups to avoid duplication of benefits
- Work closely with ED to determine appropriate administration, application, and cataloging of received grant funds
- Develop marketing plan to attract new grant recipients
- Actively engage all CDBG grant recipients with strategic emails/phone calls, including identifying opportunities relevant to their business goals

EDUCATION (ONLINE & IN-PERSON)

The MPM is responsible for assembling and coordinating seasonal educational programming as well as maintaining an active list of 1:1 technical assistance instructors.

Duties:

- Identify and address gaps in current educational programming through the use of surveys, participant feedback, and grant recipient needs
- Secure instructors for classes and 1:1 technical assistance
- Develop multi-month course schedules
- Create seasonal digital course catalogs, including writing course descriptions
- Manage all aspects of registration process
- Troubleshoot user errors (particularly in regards to on-demand classes)
- Notify Financial Coordinator of class sign ups and clearly delineate paid registrations vs. those covered by CDBG grant program/other grant programs

MEMBERSHIP MANAGEMENT

WREN is a tiered, membership-based 501c3 nonprofit looking to grow its base. The MPM must be an advocate for WREN's membership program, and understand its members, benefits, and management inside and out.

Duties:

- Monitor Wild Apricot for membership registrations and expirations
- Contact members with lapsed or overdue membership renewals; encourage renewal
- Maintain positive relationships with all WREN members and actively seek out opportunities to engage them
- Take a high-level approach to membership and develop new benefits, opportunities, and special members-only events
- Assemble marketing materials for seasonal membership drives
- Process paper and digital membership sign ups, including financial reconciliation, thank you mailings, and recordkeeping
- Compile membership statistics as requested by the ED and WREN Board of Directors
- Notify RC of upcoming Retail Vendor membership expirations

NH GRAND

NH Grand is a destination marketing organization (DMO) for NH's northern regions, and is also a program of WREN. The duties under the NH Grand program are still being defined but will most likely include:

Duties:

- JPP program grants administration
- Daily monitoring of NH Grand email
- Seasonal updates to events calendar and written components on website
- Active outreach to NH Grand business members to engage them in the WREN community and grant opportunities
- Coordinate NH Grand events
- Promote regional opportunities through NH Grand portals

SPECIAL EVENTS PLANNING & MANAGEMENT

WREN's special events range from bimonthly gallery openings to Retail Vendor pop up opportunities, potential business mixers, and more. The MPM will coordinate extensively on a ground level.

Duties:

- Identify event participants
- Create and adhere to communication and event schedules
- Develop comprehensive marketing plans
- Guide vendor/partner set-ups prior to event
- Network with event attendees, partners, etc. to foster community and connection with WREN's mission

STORE (RETAIL LOCATION)

The MPM is required to work in Local Works Marketplace on an “as needed” basis; some basic retail experience is preferred.

STORE (ONLINE)

The MPM will assist WREN staff members in managing WREN’s online sales portal as needed.*

GALLERY AT WREN

WREN’s bimonthly Gallery openings offer the opportunity for visitors to engage with local art on a refined yet intimate scale. The MPM will work closely with other WREN staff members to ensure a successful opening as well as a strong two-month run for each exhibit.

Duties:

- Maintain comprehensive reference folders in Google Suite Shared Drive
- Serve as liaison with Adair Inn as part of “Arts at Adair” program
- Assist in coordinating volunteer schedules for Gallery hanging/opening/etc.
- Assemble and promote digital Gallery lookbook in partnership with WREN staff, contractors, and featured artists
- Record and edit artist-led virtual Gallery tours/discussions

Programs & Platforms and Other Potential Duties

WREN SOFTWARE PROGRAMS

- Wild Apricot
- Simple Consign
- WordPress
- Woo Commerce
- Constant Contact
- Canva (required, training available)
- Adobe- InDesign (desired)
- Microsoft Office Suite
- Google Suite

SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram

- Use Hootsuite- Sullivan Creative Accounts
- YouTube
- additional Platforms optional/encouraged

Benefits

Vacation time, paid time off (PTO), and paid holidays commensurate with hours worked.