



## Marketing & Public Relations Manager

**Status:** Full-Time, Salary  
**Classification:** Exempt  
**Reports to:** Director of Marketing & Development

### Organizational Profile:

Pridelines Youth Services, Inc. dba Pridelines is a rapidly growing non-profit, 501c3, organization dedicated to supporting, educating and empowering South Florida's lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) youth and community in safe and diverse spaces to promote dialogue, wellness and to foster social change.

### Position Overview:

As the Marketing & Public Relations Manager you will be responsible for **communicating key messages and promoting a positive image of a company**. Day-to-day duties may include writing press releases, liaising with local and national press and coordinating messaging going out on website, events, social media and in print. The roll will work with the development team to ensure the vision and image of Pridelines throughout the community remains consistent, positive, and cohesive.

**Responsibilities:** Primary responsibilities include, but are not limited to the following:

### Marketing and Public Relations Management

- Develop a marketing communications plan including strategy, goals, budget, and tactics
- Develop media relations strategy, seeking placements in print, broadcast, and online media
- Coordinate all public relations activities
- Direct social media platforms to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases and byline articles
- Monitor, analyze and communicate PR results on a quarterly basis
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them
- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Create and design all materials for print and digital collateral
- Ensure projects are completed with high quality and on schedule
- Establish creative direction for the company as well as brand guidelines
- Prioritize and manage multiple projects within design specifications and budget restrictions
- Website design & maintenance when needed
- Communicating the organizations position on a regular basis within the community.

## Events Management

- Work closely with the Director of Marketing & Development on any special events (Carnival, Gala, Dining Out for Life)
- Plan, manage, and organize the annual The SMART MART Ride event.
- Help with logistic planning and implementation for all special events.
- Support the planning and implementation of all fundraising events.
- Leverage existing relationships and curate new relationships for potential partners/sponsors/vendors.

## Qualifications:

- BA/MA degree in Marketing, Advertising, Communications, or a related discipline
- Familiarity with, and a passion for LGBT issues
- Proven working experience in marketing & public relations required
- Proven track record designing and executing successful marketing & public relations campaigns at both a local and/or national level
- Exceptional writing and editing skills
- Proven Provenexperience with social media including blogs, Facebook, Instagram, Twitter, TikTok, TikTok, etc.
- Experience building marketing programs and reporting on the results
- Exposure to digital and direct response marketing
- Competence as a creative writer with an eye for details
- Strong project management skills despite frequent interruptions
- Strong problem-solving ability, including metrics-driven thinking
- Knowledge of layouts, graphic fundamentals, typography, print, and the web
- Some history working successful events.
- Experience working with and maintaining budgets.

## Requirements:

- Knowledge of Adobe Photoshop, Illustrator, InDesign, and other graphic design software
- Personal qualities of integrity, compassion, positive leadership, "can-do" attitude, flexibility, a sense of humor, and the capacity to exercise discretion and independent judgment as well as work and as part of a team
- Understanding of working with diverse populations that leads to client centered support services
- Able to establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Understands ethical behavior and business practices and ensure that own behavior and that of others is consistent with these standards
- Ability to travel and/or commute locally and long distances
- Willing to work evenings, weekends, and weekdays
- Proficient in using technology as a reporting tool and experience working with information technology staff to develop and implement program evaluation and reporting systems
- Effectively communicating the organizations position and values throughout the community on a regular basis.
- Developing marketing plans and strategies to help the organization achieve their fundraising and special events goals.

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We are committed to achieving a diverse workforce through application of our Equal Opportunity, Non-Discrimination and Harassment Policies in all aspects of employment including recruitment, hiring, promotions, transfers, discipline, termination, wage and salary administration, benefits, and training. We are committed to the principle of equal employment opportunities for all employees and to providing employees with a work environment free of discrimination and harassment. You are encouraged to apply regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status, family or parental status, age, or any other status protected by the laws or regulations in the state of Florida. All employment decisions are based on business needs, job requirements and individual qualifications. Priceline's does not tolerate discrimination or harassment of any kind.

You are also invited to self-identify if you believe you may be covered by the ADA (Americans With Disabilities Act) and wish to benefit from the protections it offers.

We offer the following employee benefits in partnership with ADP Total Source:

- Health, Vision, and Dental with a domestic partner option
- Employer-paid term life and long-term disability insurance
- Supplemental term-life insurance
- An employee assistance program
- 401K Retirement Program
- Up to 3 weeks of paid time off
- 12 paid holidays