



## Media Manager

The Media Manager's primary responsibilities include promoting a positive public image and community engagement through management of visual and written materials and via web-based platforms. The position collaborates with others in the organization to achieve brand consistency, coordination of messages, and the highest standards for external communications. This position is responsible for managing agency-wide design, messaging, content generation and ensuring brand integrity in all electronic and print communications. The position reports to the Chief Development Officer.

### **Priority Objectives include:**

- Develop strategy, graphic design and content for the organization website, social media sites, printed materials and mass email campaigns.
- Develop recommendations and implementation plans for additional web-based functionalities that will work within the existing creative and technological parameters of the website and/or new technologies.
- Implement and adhere to organization's brand standards and conduct brand audits across all print and digital materials and media to ensure the organization is promoting its programs and services to the community in an effective and consistent voice. Ensure employees are trained in branding and communication expectations.
- Provide leadership for social media committee.
- Build media connections to advance YWCA Delaware's mission and messages

**Qualifications:** 3 – 5 years of marketing, communications, media or public relations experience. Bachelor's degree or professional certification preferred and/or equivalent experience in digital marketing, print, web design, mass communications, journalism, graphic design, or a related communications field.

**Computer Skills:** Proficiency in Microsoft Office, Adobe InDesign, Canva, systems integration (paypal, etc.) and Wordpress

Candidates must accept and implement the YWCA mission to empower women, eliminate racism and promote peace, justice, freedom and dignity for all.

**Job Type: Full-time, exempt. We offer a comprehensive benefits package**

Qualified candidates should send a cover letter and resume to [resume@ywcade.org](mailto:resume@ywcade.org)

**YWCA Delaware is an equal opportunity employer. We are committed to inclusivity and encourage qualified candidates from all cultures and communities to apply.**

*YWCA Delaware is a leading advocate for women by providing housing, violence prevention and sexual assault crisis services, financial empowerment, racial justice and youth programming. We empower women politically, financially and socially while fostering the confidence and can-do attitude needed to eliminate barriers and overcome life's obstacles. We are a statewide organization headquartered in Wilmington, Delaware. Annually we serve approximately 6,700 participants within our comprehensive programs. Our mission is to eliminate racism, empower women, stand up for social justice, help families and strengthen communities.*

**No phone calls please**