

# VERITÉ

Fair Labor. **Worldwide.**

|  |   |
|--|---|
| <b>Position title</b>                      | Marketing and Communications Manager  |
| <b>Reports to</b>                          | Chief Commercial Officer  |
| <b>Job class</b>                           | Manager   |
| <b>Location</b>                            | Amherst, MA or remote within Eastern time zone  |
| <b>Role</b>                                |   |
|  | <p>The Marketing &amp; Communications Manager is responsible for the implementation and management of marketing and communication media across multiple channels that support Verité's mission.</p> <p>The primary purpose of the role is to optimize presentation of the organization's public profile across a range of channels relevant to target audiences.</p> <p><b>To Apply: Please submit a resume and a brief cover letter through the Verité application portal at <a href="http://www.verite.org/careers">www.verite.org/careers</a>. No telephone or email inquiries will be accepted for this position.</b></p> |
| <b>Tasks and specific responsibilities</b> |   |
|  | Manage the organization's website, social media accounts, email lists, digital newsletters, and other external communication channels.  |
|  | Design, develop, and deploy sophisticated tools and microsites in support of specific projects, initiatives, and services.  |
|  | Collaborate with program staff to disseminate engaging content that highlights the Verité's thought leadership and builds brand awareness.  |
|  | Produce compelling content assets such as articles, blog posts, and marketing materials.  |
|  | Execute and track the impact of innovative marketing and communications materials and media that continually drive traffic and engagement.  |
|  | Collaborate with Verité's Training and Resource Center on production of video, multimedia, and complex graphics for public-facing materials.  |
|  | Develop and deliver internal training and communications tools for staff and support internal communication channels.   |
|  | Manage external technical, design, and PR resources as needed.  |
|  | Hire, train, and manage marketing and communications interns.   |
|  | Other duties as assigned.   |
| <b>Required qualifications</b>             |   |
|  | Bachelor's Degree in marketing, communications, graphic design, or a related field.   |
|  | At least 3 years of relevant professional experience managing websites, social media, and email communication platforms.  |
|  | Proficiency with content management software including WordPress and Constant Contact, or the equivalent.   |
|  | Track record of effectively driving traffic and engagement across multiple channels.  |
|  | Ability to interpret content performance data and generate actionable insights.   |
|  | Superior client service skills, with proven ability to forge effective working relationships and influence stakeholders.  |
|  | Demonstrated organizational and project management skills.  |
|  | Meticulous attention to detail.   |

|  |  |
|--|--|
|  | Self-driven and able to work effectively both independently and collaboratively as part of multiple teams in a fast-paced environment.   |
|  | Strategic and tactical thinker capable of being flexible and adaptable in response to changing requirements.   |
|  | Experience with MS Office 365, Adobe Acrobat, Photoshop, InDesign, Illustrator, Google Analytics, Tag Manager, and Ads.  |
|  | Strong interpersonal skills and excellent English-language writing and editing skills.   |
| <b>Desired qualifications</b>                  |  |
|  | Master's Degree or equivalent experience preferred.  |
|  | Experience with design software including Adobe Creative Suite, Canva, and Infogram.   |
|  | Proficiency with eLearning software including Articulate Rise and Storyline, Adobe Captivate, and Learn.   |
|  | Fluency in written communication in Spanish, French, or Chinese preferred.   |
| <b>Qualifications for all Verité positions</b> |  |
|  | Demonstrates strong personal commitment to Verité's mission or related social justice objectives in human rights, labor issues, international law, or corporate social responsibility. |
|  | Demonstrates professional competency and/or personal experience thinking and working effectively across boundaries.*   |
|  | Demonstrates sensitivity and competency engaging with the diverse marginalized populations impacted by Verité's mission.   |
|  | Fluent, clear, and concise writing in English.   |
|  | Personal reliability and commitment to organizational success.   |
|  | Maintains confidentiality in communications as appropriate.  |
| <b>Salary range</b>                            | \$50,000 - \$70,000 commensurate with qualifications and experience.   |

\*These include, but are not limited to: gender, race, religion, age, disability, gender identity, sexual orientation, marital status, pregnancy status, nationality, class, political opinion, union affiliation, or social or ethnic origin.

Verité is committed to a diverse work force and is an Equal Opportunity Employer that does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expressions, status as a veteran, and basis of disability or any other federal, state, or local protected class. Verité's daily work to achieve our vision of a world where people work under safe, fair, and legal conditions is inherently linked to topics of diversity, equity, and inclusion. Recognizing that the labor market and institutions have long marginalized people of color, trans and LGB people, women, and people from working class background, we therefore feel the need to be particularly proactive in encouraging candidates who identify as such to apply.

**To Apply:** Please submit a resume **and a brief cover letter** through the Verité application portal at [www.verite.org/careers](http://www.verite.org/careers). No telephone or email inquiries will be accepted for this position.