

## **Job Description**

**Company:** Mizel Institute  
**Location:** Denver, CO  
**Position:** Associate Marketing & Communications Manager

### **About the Mizel Institute:**

At the Mizel Institute, we believe that knowledge is power in developing a more educated, inclusive, and empowered community. We strive to create extraordinary experiences for individuals to understand the threats of antisemitism, racism, and extremism, and what we can do together to confront them. If you like to work hard and are passionate about improving your community through education, we want to hear from you! We offer a comprehensive benefits package, competitive wages, and a supportive, rewarding, and inspiring work environment.

### **Summary:**

The Associate Marketing & Communications Manager plans, develops, and implements strategies for marketing and communications campaigns for the Mizel Institute. This role reports directly to the CEO and helps provide oversight of our growing marketing team, including management of external marketing agencies and contractors. The successful candidate will be able to design, launch, and evaluate both traditional and digital marketing strategies for Mizel Institute events and programs to meet attendance and engagement goals. The ideal candidate would also be a person who shares a passion for the Mizel Institute's mission of social justice through education.

### **Responsibilities:**

- Develop marketing strategies and tactics to market educational and community programs across the Mizel Institute in order to help meet attendance, earned revenue, and fundraising goals
- Improve patron and brand understanding, identifying actionable steps to build brand awareness and clarity of what the CELL, Mizel Museum, and Mizel Institute are and what the organization does
- Designs and oversees aspects of the Mizel Institute's digital marketing strategy, including social media, online reputation management, email communication, and paid and earned digital media
- Proofread and edit copy and style on projects across the Mizel Institute to ensure proper grammar, accuracy, and adherence to brand and style guidelines, such as the Annual Impact Report, digital and printed event promotion, partner recruitment emails, Board of Director Reports, and more
- Oversees all public and media relations communications and activity, including press release creation and distribution, media relations, and event public relations
- Oversee and evaluate market research and adjust strategies to meet changing market conditions and expand audiences
- Collect and analyze data to measure effectiveness and impact of tactics/strategy and adjust accordingly
- Effectively liaise with donors, educators, consultants, media, and vendors
- Manage outside marketing agencies and contractors, utilizing established project management tools to meet deadlines
- Other duties as assigned

### **Required Qualifications:**

- 4+ years of experience in marketing or communications; nonprofit experience preferred
- 2+ years of demonstrated experience in developing marketing and communications strategies
- Experience overseeing the design and implementation of digital marketing strategies
- Experience with email and digital marketing tools
- Unparalleled writing and editing skills
- Strong organizational and analytical skills and a high attention to detail
- Effective communication skills for a diverse range of stakeholders
- Ability to function well in a fast-paced and at times stressful environment
- Preferred: A keen design eye and familiarity with graphic design tools such as Photoshop, Adobe InDesign, and Canva

### **Hours and Salary**

\$70,000-\$85,000, commensurate with experience. The candidate must be available Monday-Friday and may be required to work a limited number of evenings and weekends to support program activities.



**Benefits**

This position includes our standard benefits package, including a medical plan, dental plan, basic term life insurance, short- and long-term disability, 403(b) retirement with employer match, holiday pay and generous sick and paid time off. This role includes a potential for merit pay increases and promotions.

**To Apply**

Submit your cover letter and resume at [www.tinyurl.com/ApplyForMI](http://www.tinyurl.com/ApplyForMI). Applications will be accepted on a rolling basis. Every applicant is carefully reviewed; only candidates whose backgrounds most closely complement the requirements of the position will be contacted directly. All applicants will undergo a background check. Pursuant to CDC recommendations, final candidates must be fully vaccinated against Covid-19. The Mizel Institute is an equal opportunity employer.