

RUFTY-HOLMES SENIOR CENTER

www.ruftyholmes.org

Serving Rowan County, NC Older Adults
1120 S. MLK Jr. Ave, Salisbury, NC

704-216-7714

JOB OPENING

Marketing & Social Media Manager - Full -Time Position

Promote RHSC to increase awareness, improve marketing and increase usage by the community of our services and programs. Create content to promote programs, facilities, events and services to provide accurate, timely and useful information to the target audience. Experience using print media and online tools including social media and updating websites is required. Manager will work with the Executive Director on the marketing plan and strategize with Program Managers to conceptualize and plan effective marketing strategies.

Duties include:

Social Media Tasks: Develop, Create and Manage media content and strategy on various apps

Website: Manage, update and create content for Center's website

Print Media: Create and submit articles and ads to community media sources, create and edit Center's monthly Newsletter, oversee design and production of informational materials.

Marketing: Visit organizations, businesses and events serving Older Adults, create and send calls and emails to promote programs and services. Occasional evenings and weekends expected.

Technology: Create photo/videos content, provide oversight for Center's Tablet Loan program

Experience Needed:

College or university degree in Marketing / Communications or related field

5 years comparable experience considered

Excellent written and oral communications skills

Proficiency in use of multiple publishing & graphic software products required

Understanding of Word Press web design and publishing is required or ability to learn quickly

Ability to communicate effectively and respectfully with staff, volunteers, participants, and the public

Ability to conduct research and determine best media marketing for various programs

Prior experience working for an organization serving Older Adults is preferred.

Position is Exempt; Employee is paid a salary and not eligible to receive overtime pay.

Benefits: Health Insurance, 403-b Retirement matching, Paid Days Off, mileage reimbursement

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**To Apply:** Please submit a resume and cover letter with qualifications to:

Nan Buehrer, Director, [director@ruftyholmes.org](mailto:director@ruftyholmes.org)