



Position:	Marketing and Communications Manager
Details:	Full Time
Place of Work:	Berkeley
Reports to:	Executive Director
Reporting to position:	Web Developer and E-Communications Manager
Travel Expectations:	Occasional

Seva Overview

Seva is a global nonprofit eye care organization that has been transforming lives and strengthening communities by restoring sight and preventing blindness since 1978.

36 million people in the world are blind, a number that is projected to triple by 2050. Given access to appropriate eye care, 75% of them could see again. Restoring sight is one of the most effective ways to relieve suffering and reduce poverty, and Seva does just that. We have worked with local communities in more than 20 countries to develop self-sustaining eye care programs. Together we provide critical eye care to underserved communities – especially women, children, and indigenous peoples – that has helped 5 million blind people regain their sight over our four decades of service.

Job Overview

We are looking for a **Marketing and Communications Manager** with proven experience and a driving passion to make a tangible difference in the world. This talented individual will work closely with the Executive Director and her mighty team to spark awareness that strengthens Seva's reputation in the marketplace and ultimately, drives fundraising efforts.

Our new **Marketing and Communications Manager** needs to be a high energy, enterprising, strategic thinker, who can manage multiple moving pieces while keeping focused on long-term vision and organizational objectives. This position is responsible for executing our brand strategy and annual marketing and communications plans that span the full marketing mix. A deep understanding of brand positioning, consumer

insights/research and current marketing/advertising trends for non-profits is critical for success in this new role.

This role is expected to advance Seva's mission by planning and executing best in class practices spanning the full marketing mix: P&L, analysis, advertising, public relations, digital and social media, experiential marketing, etc. by:

- Understanding and monitoring market trends to ensure the most effective, mission-aligned message is delivered with complete consistency.
- Working closely with a variety of stakeholders, including staff, donors, healers, founders/Board of Directors, volunteers, etc. to ensure that Seva's brand values, voice and brand standards are followed.

Job Responsibilities

- Analyze how Seva is positioned in the market, and track and report targeted stakeholder insights.
- Take brand ownership through an annual marketing and communications plan and execute the strategies that bring it to life, optimizing in real time throughout the year.
- Lead the development of branded resources including fundraising and development collateral, new program materials, digital advertising, events, website updates, etc.
- Be our brand voice, personally leading copywriting and editing for internally created brand resources not produced by external agencies.
- Drive communications that nurture existing donor base, while attracting new support.
- Oversee all internal and external marketing and advertising activities to ensure brand consistency.
- Manage internal marketing and communications staff and relationships with external agencies.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Manage data (from the field for marketing purposes), visual assets (photo, video, etc.) and resources.

Skills for Success

- 3-5 years of proven experience as marketing and/or communications manager or brand/project manager in the advertising industry.
- Energetic and confident self-starter who is ready to roll up their sleeves to get the job done.
- Equipped with experience and knowledge, but also a constant learner who is

flexible and able to navigate ambiguous situations.

- Ability to lead and motivate a team with a laser-like focus on results.
- Excellent understanding of the full omni-channel marketing mix.
- Highly creative with ability to think outside the box.
- Experience in identifying target audiences and developing campaigns that engage, inform and motivate people to take specific actions.
- Proven ability to plan and execute brand and marketing strategies, with limited partners.
- Strong analytical skills and data-driven thinking.
- An ability to fully embody a brand voice through exceptional writing and copy-editing skills.
- BS/MS degree in marketing or a related field.
- Established proficiency in Microsoft Office; Google (Google docs); CRM software.
- Working knowledge of website management and design preferred (to lead and manage staff and partners with fluency) and Google Analytics, Adwords, etc.
- Consummate team player who knows this job description is just the tip of the iceberg

Competitive Salary and Benefits Package

How To Apply

This position is located in Berkeley, CA. To apply, please send a cover letter and a resume to jobs@seva.org.