
Marketing & Outreach Manager Team Position Description –

(Temporary, grant position through 6/30/2026)

Position Title: Marketing & Outreach Manager (M&O)
Location: Black River Falls, WI
Pay Range: DOQ
Class: Exempt
Supervisor: Business & Development Manager

Position Summary: Looking for a highly ambitious individual to utilize our grant funding to fulfill our mission; building our business & financial programs, event/classes, and grow our awareness of our organization(s) for partnerships, clients, and funders. Will serve three, non-profit Native CDFI-Community Development Financial Institutions; Cedar Growth, Woodland Financial Partners & Wisconsin Native Loan Fund. Have passion for helping Native Communities, a desire to build financial knowledge, and seek to support team cohesiveness. Excellent opportunity to gain community experience & expertise. There is a continuous need for marketing & outreach for the organization through time management, communication, consistency, and accountability as we serve our communities in the best manner possible.

Duties and Responsibilities

1. Research for all marketing projects
2. Provide marketing materials that are attractive & culturally designed for Native communities such as brochures, rack cards, newsletters, business cards, banners, etc.
3. Identify appropriate marketing for events, classes, fundraisers, etc.
4. Maintain material for website updates and social media campaigns, event notification and organization communications to external parties
5. Assist with RFP creation & selection for any marketing projects requiring outside expertise
6. Work with all team members and management to implement and deploy projects within designated timelines.
7. Help plan marketing projects, data collection, and coordination of events
8. Plan and coordinate community surveying and outreach
9. Support housing & business program marketing efforts
10. Coordinate & create annual reports for all three organizations
11. Coordinate input, create & implement annual marketing plans for all three organizations
12. Identifying measuring marketing outcomes to increase the efficiency of marketing activities within the company
13. Identify & recommend new marketing channels
14. Event Planning & coordination with team
15. Perform other duties as assigned by supervisor

Required Skills and Abilities

1. Strong marketing and artistic skills

2. Skills to implement marketing measurable impacts, track & report
3. Excellent oral communication skills, be interpersonal, and be extremely organized
4. Project management tools, skills, resources, communication and technological skills to support multiple marketing projects & events for multiple organizations
5. Excellent team player and must thrive successfully supporting and maintaining a team work environment
6. Ability to maintain confidentiality, follows directions and procedures, and work in a professional manner at all times
7. Proficiency in the use of Microsoft suite, graphic design software, website maintenance, Canva, Constant Contact, Survey Monkey
8. Must be self-motivated; be able to work independently, and to positively motivate others
9. Excellent organizational, time management and planning skills including calendar management and goal setting processes
10. Problem solving and critical thinking skills to promote solutions for success
11. Excellent multi-tasker with ability to support multiple projects & teams
12. Position will require travel, including local and overnight, flexibility in work hours to accommodate event needs, occasionally nights or weekends, and reliable transportation to perform job duties
13. Willingness to accept new challenges and opportunities

Minimum Qualifications (Required Knowledge & Experience)

- ❖ Marketing bachelor degree
- ❖ **Excellent team player - strong communication, coordination & multi-tasking**
- ❖ Significant experience in marketing - minimum five years preferred
- ❖ Understand & preferably have previous community work especially in Native communities
- ❖ **Be willing to travel occasionally - valid driver's license & insurance**

Benefits

- ❖ General work hours, 8am-4:30pm, with flexibility
- ❖ Holiday, cultural leave, annual & sick leave
- ❖ Remote hybrid is possible for the right candidate
- ❖ Short-term & long-term disability
- ❖ Life Insurance, reimbursement for health insurance premium
- ❖ Possible travel & training opportunities to network & build your knowledge base

To Apply:

Please send resume, cover letter & completed applications to Fncfadmin@ho-chunk.com

For more information check our website at cedargrowth.org.
