



## Marketing and Communication Manager

### Opportunity Guide

[www.kees2success.com](http://www.kees2success.com)

#### ABOUT US and our TEAM

Our team is looking for a marketing and communication professional to join us as we ***build diverse teams with dynamic leaders in the nonprofit and public sectors.***

KEES offers a full array of executive search and consulting services including leadership development, interim staffing, and HR support. Our team of experts is noted for inclusivity, thoroughness, and service excellence. Because we know the importance of leadership and staffing, each of our consultants has served as a nonprofit staff leader, board member, and/or key volunteer. This experience, coupled with extensive training and years of consulting, gives our team the expertise and strategic ability to deliver our services to all segments of the nonprofit sector, including, but not limited to, community-based service agencies, human serving enterprises, faith-focused institutions, associations, foundations, health care entities, arts/culture organizations, education institutions, and senior living/aging communities.



*outdoor summer meeting*

#### **Commitment to Equity, Diversity, and Inclusion**

Conducting business through a lens of our commitment to diversity is always a priority for our team, and one we take very seriously. KEES has worked with a wide variety of organizational missions, and we pride ourselves on tailoring our processes to each client's individual needs.

We begin each partnership with a deliberate conversation about diversity, equity, and inclusion. These values originated and grew from our founding firm which held Diversity in its core seven values. Over the years we have intentionally sought diverse team members and clients, and we inclusively serve all types of missions and organizations. Candidates who bring diversity in career stage, perspective, abilities or other expressions of the human experience and represent the diversity of the public and nonprofit sectors are encouraged to apply.

More on KEES commitment can be found [here](#).

## THE OPPORTUNITY: Marketing and Communication Manager

The Marketing and Communication Manager (the Manager or MCM) provides direction and support in the consistent delivery of customized solutions to prospective and existing clients as well as the firm itself. As a key contributor to KEES, the Manager coordinates and implements the firm's marketing, communications, and online presence as well as supporting the business development/sales process.

The Manager leads research to create broader awareness of the firm, interacts with audiences that are, or can become clients. Ultimately, the Manager will help build and maintain a strong and consistent brand through multi-channel communication and support team members in business development and delivering the firm's services.



### Marketing and Communications

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- Oversee, design, and implement marketing materials and externally-facing content, from website banners, printed materials, electronic communications, hiring announcements, to articles, white papers, and speeches.
- Uphold and influence the company's reputation and drive targeted potential clients to the firm through uniquely developed strategies and tactics.
- Measure and report on the performance of marketing campaigns, gain insight, and assess against goals.
- Analyze consumer behavior and adjust campaigns accordingly.
- Support firm strategic relationships and partner with key industry players, agencies, and vendors that are designed to create awareness and position the firm as an industry expert (AFP, ACN Chicago, Hunt Scanlon Media, NNSC, etc.).

### Online Presence and Strategy

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- Serve as lead owner of website content, maintenance, and presentation (*WordPress; technical aspects are overseen by another team member*).
- Utilize tools to assess the impact and functionality of the website, creating quarterly reports review using analytics/SEO tools to ensure KEES market penetration and visibility to target audiences.
- Partner with Social Media Manager to create high quality, multimedia content for all digital marketing channels, including social media (LinkedIn, Facebook, Twitter, Instagram, YouTube), website, podcast, and email communications. Ensure integration with website.



## Business Development and Sales Support

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- Support the development of sales proposals, presentations, supplemental materials, and contracts at the direction of others on the team.
- Assist senior leadership in identifying and connecting with opportunities for speaking and external visibility.

## General Expectations / Miscellaneous for all team members

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- Stay at the forefront and keep current in the field of marketing and communications, nonprofits, and public sectors but participation in networking / groups and professional associations.
- Actively utilize at least two social media channels to promote the firm, with LinkedIn being primary.
- Research and author blog posts to support general firm marketing and awareness.
- Understand and execute, with independence, special projects as assigned, including proposals or marketing initiatives, special events, research, etc.

## THE QUALIFIED CANDIDATE

KEES seeks a collaborative, energetic, and dynamic professional with a commitment to the nonprofit and public sectors. The Marketing and Communication Manager will be a skilled, intuitive multitasker who thrives in a fast-paced environment, advancing multiple priorities and engaging with multiple stakeholders daily. Preferred qualifications include those below, unless noted as required.

- Customer-service mindset (externally and internally) to serve clients and team members with dexterity, confidence, and zeal.
- Creative-minded team player who can also excel at individual contributions.
- Quick worker who is a fast learner, gets energy from others, is open to input and recognition, and has a sense of humor.
- Self-directed, organized, and passionate individual who can manage multiple projects simultaneously while investing great attention to detail.
- Ability to produce original content on all platforms (written, digital, audio, video) or seek support from others.
- Ability to interact appropriately with individuals at all levels of organizations and hierarchy and embrace working with people of diverse backgrounds, cultures, and religions.
- Prior experience managing communications, marketing, social media, and email communications for a non-profit organization or consulting firm that serves not for



profit and/or public agencies. Small business experience will also be considered.  
Note: this role does not supervise other roles.

- Knowledge of WordPress (or similar), Zoho CRM (or similar), Microsoft Office Suite, basic understanding of HTML, and Adobe Creative Suite (specifically Photoshop, InDesign and Premiere) preferred.
- Basic knowledge of social media metrics reporting, and ability to share insights on a continual basis with communications and development teams preferred.
- Illinois resident.



*Last team event pre-pandemic*

KEES has been a virtual company since 2013. The 2020 start of the pandemic challenged us to help our clients adapt while also building stronger meeting and communication capabilities internally. All KEES employees work remotely, and equipment is provided for full-time roles. It is expected the Marketing and Communication Manager will be able to work in a variety of locations (home office, group meeting spaces, public spaces, etc.). The Manager will need regular access to a secure and quiet location (aka home office) with a closed door for private video meetings with clients, candidates, stakeholders, and team members. A solid and reliable internet capable of running 2-3 programs during a video call is required. General business hours are Monday through Friday, 8am – 5pm; however, it is common that client meetings occur outside those hours due to the nature of the nonprofit industry and geographic location of our clients. Availability to work occasional nights and weekends is required. The Manager will need flexibility, with notice, to attend non-workday meetings, in person or via video.

**To Apply:** Click the [Apply Here](#) button below to complete the KEES online application and thereon submit a cover letter and resume. To assure confidential tracking of all applicants, **no applications will be accepted via email.**

[Apply Here](#)



## More about KEES

Compared with other small businesses/professional service firms, KEES offers a competitive package with a strong benefit plan, including health, dental, and life insurance/AD&D, 401(k) with automatic contribution (no match needed), profit sharing, matching gifts program, paid time off, and holidays/flex-holidays all with the flexibility of a 98% WFH/remote position. KEES is an Illinois business, and for this role, can only employ individuals living in Illinois. Salary for this role is commensurate with this experience and the range is in the \$60,000 range.

ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.

KEES is an equal opportunity employer and does not discriminate based on race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.

Questions may be addressed to [inquiries@kees2success.com](mailto:inquiries@kees2success.com).

## KEES History

KEES was founded in 2013 as an expansion of Alford Executive Search, which began in 2000 as a part of The Alford Group. KEES co-founder Heather Eddy was a key leader at The Alford Group and Alford Executive Search from 1996-2013 and now serves as President and CEO of KEES. Heather Eddy and co-founder Remo Kistner established KEES to expand the firm's services beyond Executive Search, thereby supporting nonprofits and public entities more effectively in various capacities.

In 2021 KEES celebrated eight successful years as a stand-alone, woman-owned small

business. Building on a strong foundation from our first 9+ years, we maintained a deep commitment to our clients and employees during the pandemic. Although business slowed, KEES continued its commitment to our staff. Looking back, 2020 gave us the opportunity to examine processes / systems and create better efficiencies to serve clients and partners more effectively. Going forward, 2022 is off to a strong start and we are poised to enter our 10<sup>th</sup> year ready to grow and expand to the markets that need our services most.

