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Position	Manager, Marketing & Communications
Level	Professional
Status	Full Time
Department	Marketing & Communications
Location	Norwalk, CT

SeriousFun Children's Network, founded by Paul Newman, is a growing global community of independently managed and financed camps and programs, which have come together with a common purpose — to provide transformative experiences to children with serious illnesses and their families, free of charge. Through our 30 camps and programs around the world, SeriousFun has delivered more than 1.7 million experiences to kids and families since the first camp opened in 1988. Learn more at www.seriousfun.org.

The SeriousFun Support Center is in East Norwalk CT. Our team of 30 staff members provides support services to SeriousFun Member Camps and Partner Programs around the world in order to ensure program and operational excellence, create awareness for the camps worldwide, and foster the continued growth of the Network as a whole.

The purpose of our job posting is to provide an overview of the responsibilities and qualifications needed for this role and what it's like to work with us. If this sounds like work that you would like to do, and if we sound like a non-profit organization that you would like to work for, then please apply even if you don't match 100% of the job description.

This position is perfect for you if:

You are a creative, collaborative, and mission-driven professional who...

Has strong writing skills: You love language. You can write short, playful tweets *and* emotive impact testimonials. You get excited to bring voices and experiences to life through words. You obsess over tone and word choices to ensure authenticity, inclusivity, and accessibility.

Has multimedia experience and an eye for design: You enjoy creating in visual mediums, especially social media content, short-form video, and social graphics. You keep up with social and digital trends and like testing out new ideas.

Has a critical eye: You have attention to detail and the ability to think through the important considerations of representing the SeriousFun voice and organization brand on social media.

Is a planner and team player: This position requires an individual who is organized, self-motivated, and able to communicate and work effectively with a variety of individuals and teams.

POSITION SUMMARY

Reporting to the Senior Manager of Marketing & Communications, the Manager, Marketing & Communications will be an integral part of the Marketing & Communications (MarComm) team who will manage SeriousFun's social media channels. The Manager will create joyful, educational, and inspiring multimedia content, support

the development of organic and paid social media campaigns, and help analyze and optimize social media performance. The Manager will also help manage the use of the SeriousFun brand across social media channels. Working collaboratively with the MarComm, Development, and Program teams at the SeriousFun Support Center, the Manager will play a key role in helping raise brand, mission and impact awareness and funds to support recreational experiences for children with serious illnesses and their families.

ESSENTIAL RESPONSIBILITIES

Social Media Marketing

- Develop a monthly social media content calendar, working in close collaboration with Marketing and Development team members.
- Craft social media copy that supports SeriousFun’s vision of “building a world where every child with a serious illness will find belonging, experience joy, and realize their full potential.”
- Create shortform video content and social graphics to support growth in brand awareness and engagement.
- Schedule and publish regular multimedia content across SeriousFun’s social channels, including Facebook, X, Instagram, LinkedIn, YouTube, Tik Tok, and Threads.
- Monitor social channels in collaboration with Marketing team members. Actively engage with SeriousFun’s audiences, members, and partners as the voice of the brand across social media channels to boost digital engagement and create a sense of community.
- Set up systems for SeriousFun to respond to direct messages on social media in a timely and professional manner.
- In collaboration with Marketing and Development team members, assist in the creation of organic and paid social media campaigns, as well as tracking, analyzing, and reporting on key performance indicators to support platform and content optimization.
- Develop social media toolkits for Network members, partners, and board members to amplify SeriousFun's digital and social efforts as needed.

Brand Management

- Receive, approve, and track requests for use of approved SeriousFun assets within the Network and by external parties on social media to ensure alignment with brand standards.
- Track usage of the SeriousFun brand by and for Corporate and Foundation partners aligned with partnership fulfillment agreements.
- Support the collection and cataloging of storytelling, photo, and video assets from camps and programs throughout the Network on an annual and as-needed basis.
- Liaise with social media and communications colleagues at Member Camps and Partner Programs on Network-wide initiatives as needed.
- Actively gather, monitor, and manage user-generated content to support SeriousFun’s digital marketing efforts.

Additional Communications Support

- Provide digital communications support to Support Center staff to support annual and strategic priorities.
- Provide support and guidance to Member Camps and Partner Programs, as appropriate, related to industry best practices.
- Provides support for other duties as assigned.

Key Competencies

- Job-Specific Skills, Knowledge and Ability: Demonstrating the application of job-specific technical skills, general knowledge, and/or abilities to add value.
- Authority and Accountability: Providing direction of processes, projects, programs, and people. Delegating responsibilities and decisions appropriately. Being accountable for results.
- Critical Thinking and Decision Making: Making decisions and solving problems involving varied levels of complexity, ambiguity, and risk.

- Planning and Organizing: Defining tasks and milestones to achieve objectives and ensuring the optimal use of resources to meet those objectives.
- Interpersonal Skills: Building and maintaining productive work relationships, collaborating with others to achieve common goals, listening and communicating in a way that is inclusive, respectful and supportive of others.
- Adaptability: Adjusting one's own behavior to work efficiently and effectively in light of new information, changing situations, and/or different environments.
- Prudence and Discretion: Using good judgement and taking great care in fulfilling one's responsibilities and working with others; knowing when, what, how and to whom to communicate regarding sensitive information.
- Leadership: Setting a positive example, encouraging and supporting collaboration and teamwork, exhibiting humility, helping others achieve success, being honest and trustworthy.

Organizational Values

- Inclusion - As a global network, we welcome and celebrate diverse voices and perspectives, and create communities and experiences based on inclusion and belonging.
- Possibility - We create opportunities for everyone impacted by our mission to explore their unique talents and abilities, discover their own potential, and imagine what's possible.
- Collaboration - We know we are stronger together. Purposeful collaboration and knowledge-sharing across our Network results in greater efficiency, reach, and impact.
- Innovation - Inspired by our founder Paul Newman, we continuously innovate and evolve to meet the needs of the children and families we serve and positively impact the world around us.
- Safety - Safety and security are cornerstones of SeriousFun's work. As a Network, we create environments and experiences that prioritize the medical, physical, and emotional wellbeing of all.
- Fun - We take our work seriously so children and families can focus on having fun.

MINIMUM QUALIFICATIONS

- Bachelor's Degree (e.g. BA, BS) or equivalent
- Years of Relevant Work Experience: 1-3 years, including internship experience
- Experience creating social media content for an influencer, company, brand, or cause-based organization
- Experience with Microsoft Suite (Word, PowerPoint, Excel) and Adobe Acrobat Pro
- Experience creating social media graphics in Canva, Photoshop, Illustrator, or similar
- Experience producing (filming and editing) shortform social videos

PREFERRED SKILLS AND EXPERIENCES

- Familiarity with social media scheduling and analytics tools such as SproutSocial, Hubspot, etc.
- Familiarity with video editing tools like iMovie, Adobe Premiere, etc.
- Experience working in non-profit organizations, particularly those with federated/networked structures
- SeriousFun camp and/or program experience

Compensation is commensurate with experience and relevant labor market comparisons.

To apply for this position, please submit your resume, and cover letter and complete an application here [Marketing Manager Application](#)