

Marketing Manager Position Description

Priceless Treasures Thrift Shop

Job Title: Marketing Manager

Reports To: Store Manager

Position Overview: The Marketing Manager is responsible for developing and implementing marketing strategies that support the mission and goals of Priceless Treasures Thrift Shop (PTTS). This role begins at **10 hours per week**, with flexibility for adjustment of hours based on marketing needs. Work may be completed on-site or remotely. Initial on-site hours are required in order to gain an understanding of the store environment, culture, and needs.

Position Goals:

1. Expanding and growing the customer base
2. Increasing product donations
3. Develop a community outreach and recognition culture with, for example, churches, missions, senior housing centers

Qualifications and Skills: The ideal candidate will demonstrate:

1. Motivated self-starter and resourceful with the ability to work independently
2. Ability to collaborate effectively with the team
3. Should have experience in or general knowledge of marketing, public relations, communications, and advertising operations
4. Strong organizational, interpersonal, written/verbal communication and presentation skills
5. Analytical and data-driven decision-making skills
6. Strong organizational skills are essential

Key Responsibilities:

1. Develop and implement marketing strategies aligned with store goals
2. Plan and execute multi-channel marketing efforts, including digital, email, social media, and print
3. Increase PTTS visibility in the community and enhance its public reputation through media relations, advertising, and social media content
4. Maintain and update PTTS social media pages, developing regular content and ensuring brand consistency
5. Track, analyze, and report on marketing initiatives
6. Oversee the marketing budget to ensure cost-effective, high ROI activities
7. Collaborate on all marketing efforts with the Store Manager and key leadership
8. Protect the PTTS brand by coordinating and approving all use of the brand

Required Licenses, Certificates, or Knowledge:

1. Solid working knowledge of Microsoft Office, Google applications, and Adobe Suite
2. Knowledge of Canva software is a plus!
3. Basic knowledge of photography

Compensation: \$18 - \$22 an hour depending on experience and qualifications

Tools Provided

1. Workspace (as needed)
2. Laptop computer