



Manager of Marketing & Communications

[Black Onyx Management](#) (BOM) is a dedicated organization committed to helping organizations leverage their full potential to make transformational and substantial culture shifts for equity and opportunity, is actively seeking an experienced Manager of Marketing & Communications.

At BOM, we uphold an unwavering commitment to delivering exceptional services to our valued customers. Reporting directly to the [Vice President of Operations](#), the Manager of Marketing & Communications will spearhead our organization's marketing and communications endeavors. We seek an individual who embodies dynamic leadership qualities and boasts a proven track record in devising and implementing successful marketing strategies aimed at enhancing brand visibility, fostering engagement, and propelling growth.

The ideal candidate will demonstrate a keen aptitude for creativity, coupled with outstanding communication skills, and possess an in-depth comprehension of both traditional and digital marketing channels. This pivotal role necessitates an individual who can adeptly navigate the ever-evolving landscape of marketing trends and technologies. Candidates can expect to collaborate closely with our team to craft robust marketing and community engagement strategies across all facets of BOM's service offerings.

Moreover, a steadfast dedication to equity and social justice is indispensable within our organizational ethos. We are committed to fostering an inclusive environment that champions diversity and equity in all aspects of our operations.

Key Responsibilities

- Lead comprehensive marketing and communications strategies to advance company objectives and growth targets.
- Craft compelling messaging that conveys the company's value proposition to stakeholders.
- Ensure brand consistency across all channels and materials.
- Supervise creation of marketing collateral, both print and digital.
- Analyze market trends, competitor activity, and customer insights to optimize marketing budget.
- Research competitors to stay abreast of market offerings.
- Develop strategies and proposals to attract new clients and retain current clients.
- Represent the company at community events, conventions, conferences, and trade shows, with post-event reporting and analysis.

Requirements and Qualifications

- Bachelor's degree in marketing, communications, business, or a related field; MBA or advanced degree preferred.
- Minimum of five (5) years of experience in marketing and/or communications roles
- Proven track record of developing and executing successful marketing strategies that drive brand awareness, engagement, and revenue growth.



- Comprehensive understanding of digital marketing channels, encompassing SEO, SEM, social media, email marketing, and content marketing.
- Exceptional communication skills, adept at crafting compelling messaging tailored to diverse audiences and platforms.
- Strategic mindset, capable of analyzing market trends, identifying opportunities, and formulating actionable plans to attain business objectives.
- Proficiency in marketing analytics tools and platforms to glean insights and guide decision-making.
- Meticulous organizational abilities and keen attention to detail.
- Capacity to thrive in a fast-paced, dynamic environment while effectively managing multiple projects concurrently.
- Competence in HTML, content management systems, and design software.
- Ability to work nights and weekends as needed
- Dedication to promoting equity and diversity

Location: Indianapolis/Remote (Hybrid)

Compensation: \$75,000 – \$85,000 commensurate with experience along with superior benefits for employees provided by Black Onyx Management.

Join our vibrant team at Black Onyx Management and play a pivotal role in advancing our mission! We are seeking an enthusiastic and skilled Manager of Marketing & Communications to contribute to our dynamic and passionate workplace. Please submit your resume/CV to robert@blackonyxmanagement.com for consideration.

About Black Onyx Management

As a Black-owned applied research firm and management consultancy, Black Onyx Management, Inc. believes the journey of diversity, equity and inclusion is an intentional decision informed by empathy, a commitment to learning and a desire to change. Our consultants and advisors leverage their senior leadership experience in government, Fortune 500 companies, academia, and major non-profit and civic initiatives to support clients on their diversity, equity, and inclusion journey. We manage equity and opportunity within organizations while building the infrastructure for more equitable communities.