



Why the **Tea** in our name? To remind us to move easy, steep and sip all things in life, fully and mindfully. To be soothed through all the ups and downs life brings us, and remember above all that we are not alone, deeply connected and rooted with one another. .

Mission ~ Reclaiming the village through cultural liberation by holding spaces for internal transformation, healing arts & birthing justice.

- **Reclaiming-** birthright, humanity
- **Village-** earth stewardship, in relationship with nature, collectivism, global understanding, acceptance and compassion for the whole community
- **Holding Spaces-** classes, workshops, trainings, community gathering
- **Cultural liberation** - no matter where you came from or where you live, liberation is also your birthright. Happy in your skin, regal, and worthy. Love and appreciation for the gifts of your ancestry, understanding the blessings and the burdens.
- **Internal Transformation-** write, create, meditate, therapy of all kinds that create self reflection and self awareness
- **Healing Arts-** movement liberation, mobility, nervous system regulation/care/resetting, anatomy, nutrition, innate intuition, and power
- **Birthing Justice-** full spectrum birthkeepers, midwives, birth center(babywearing, breastfeeding, stress reduction, trauma healing(ancestral,chronic, acute and intergenerational)

As an organization, our goal is to draw awareness to the narratives held internally (within the body) and how this connects to the wellbeing culturally throughout the greater Kalamazoo community. We deliver our services through a decolonized, decentralized, trauma informed and indigenized lens that reflects the unique cultural heritage and experiences through a multicultural lens including , LGBTQIA+ and BIPOC living in the greater Kalamazoo community. In order to disrupt systems and structures of oppression the paradigm of surviving must shift to thriving. In order to reduce black/BIPOC oppression, we need spaces that reduce stress and invite healing.

Therefore we achieve our goal and mission through our Enrichment Center, which offers movement classes, workshops in cultural humility, yoga, meditation, doula/perinatal services, in addition to facilitating a youth dance and drum collective. As an organization we have offered culturally relevant dance, healing arts and somatic awareness to our community for over 6 years.

Our Core Values: self-accountability, connection, love, curiosity, perseverance, commitment to justice, presence

Our Why: oppression is created by colonization: none of us are free if we all aren't free; nothing for us without us

Position Title: Marketing Manager

Location: Kalamazoo, Michigan

Reports To: Program Director

Compensation: \$42,000 - \$50,000

Position Type: Full-Time Exempt onsite 40 hours a week
Some evenings and weekends

Number of staff supervised: 0 - 5

Position Purpose:

The Marketing Manager serves as a crucial liaison with our marketing team, ensuring the coherence and effectiveness of our digital and print communications. This role is responsible for both administrative functions and spearheading marketing growth initiatives, with a keen understanding of justice-oriented work.

Essential Functions:

These are summarized expectations, they are in no way your limitations and duties may expand as appropriate to the job title.

- Overseeing all aspects of marketing initiatives.
- Manage project timelines, budgets, and resources to ensure successful execution of marketing initiatives.
- Develop and execute comprehensive marketing plans and collaborate with consultants.
- Manage and create targeted communications, including the coordination of writing, editing, creative design, and distribution.
- Managing various social media platforms, monitoring and analyzing performance metrics to provide insights and recommendations for optimization.
- Curating and maintaining print materials.
- Manage the organization and distribution of promotional items and materials for events and presentations.
- Conduct market research and competitive analysis to identify opportunities for growth and differentiation.
- Collaborate with leadership to plan, schedule, and execute duties, adjusting priorities as necessary.
- Collaborate with various teams to develop and deliver materials essential for successful fundraising campaigns, events, and other initiatives.
- Supervise and guide support to interns and staff members, assigning tasks and ensuring productivity and team cohesion. Provide regular feedback and manage performance effectively, including conducting annual evaluations for staff.
- Serve as a liaison between internal programming teams and external marketing teams, facilitating communication and collaboration to ensure seamless coordination of efforts.
- Attend required meetings and events as scheduled.
- Providing excellent service to both internal and external stakeholders.

- Stay up-to-date on industry trends and best practices, continuously seeking opportunities to innovate and improve marketing strategies.
- Perform other related duties as assigned, adjusting priorities as necessary to support organizational objectives.

Skills:

Requires a background in marketing management, tools for conflict resolution, training and adeptness in cultural competency, and a desire to continue to learn. Must understand how to delegate, empower folk toward growth and expansion, and act from and inspire others toward their own leadership authenticity. Understanding the integrity needed and accountability in justice work all while bringing equity and inclusion to the managerial position. Clear and effective communication is apparent in your love of working with others while supporting the big vision and using your adept problem-solving skills to create growth, expansion, and a welcoming environment.

Education/Work Experience:

- 2-5 years experience in marketing.
- 1-3 years experience in management.
- Some understanding of algorithms and strategy of marketing.
- Excellent and effective oral and written communication.
- Proficient in task prioritization and effective time management.
- Ability to provide support tailored to the unique needs of diverse individuals.
- Ability and willingness to quickly learn.
- Adaptable and open mind/heart.
- Anti-racist lens/training.
- Ability to provide support tailored to the unique needs of diverse individuals.
- An abundant mindset and understanding of decolonization.
- Practices non-violent communication and generative conflict resolution.

Work Environment/Physical Requirements:

Routine office environment; day-to-day work includes desk and personal computer work and interaction with and supporting staff. Must be able to lift 25 pounds. Must have reliable transportation, a valid driver's license, vehicle insurance that meets the state's requirements, and be able and willing to travel 10%-20% of the time as needed.

Equal Employment Opportunities

Rootead provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, sexual identity, or non-disqualifying physical or mental conditions or disability.

American Disabilities Act

Applicants as well as employees who are or become disabled must be able to perform the essential duties and responsibilities of the job either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

Job Responsibilities

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties and responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. Rootead may change the specific job duties with or without prior notice based on the needs of the organization.

CLICK LINK TO APPLY: [Marketing Manager - Kalamazoo, MI 49007 - Indeed.com](#)