



## Marketing/PR/Communications Manager

### **Our Mission:**

The Homeless Families Foundation educates and nurtures children while empowering families to achieve stable housing and self-sufficiency.

### **Position Overview:**

Responsible for the execution of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal. Develops and implements support materials and services in the area of marketing, communication, fundraising and public relations. This position reports to the Director of Advancement.

### **Key Responsibilities:**

- Implements a comprehensive marketing, communication and public relations program that will enhance the Organization's image and position within the service area and the general public;
- Develops, manages, and implements internal and external communication strategies and tactics in support of objectives that reflect the Organization's mission, values, and priorities
- Develops marketing, communications and public relations activities and materials such as publications, media relations, and donor relations;
- Articulates the Organization's desired image and position; Ensures communication of image and position to both internal and external constituencies and throughout the Organization;
- Ensures all work is created with an awareness and understanding of diversity;
- Coordinates media interests and ensures regular contact with target media; Provides appropriate response to media requests;
- Manages the Organization's website, including content in News/Success Stories; Strives to continually improve functionality within the website;
- Works closely with programs to maintain knowledge of events and information; Shares appropriate and current information on the Organization's website and social media accounts;
- Ensures effective online interaction between programs and potential clients;
- Measures website traffic and monitors SEO/Google Analytics; Identifies barriers and opportunities based on analysis;
- Manages and coordinates all social media for the Organization, including research of audience preferences and trends, creating engaging text, image, and video content, creating account layouts, and designing posts to sustain readers' curiosity;
- Trains team members on effective and beneficial social media use;
- Develops optimal social media posting schedules with consideration of web traffic and customer/client engagement metrics;
- Provides regular reports about online reviews and feedback from outside parties;
- Proactively seeks new ways to attract attention to the Organization through social media;
- Facilitates online conversations with stakeholders and responds to queries;
- Coordinates the appearance of all print and electronic materials such as letterhead, use of logo, and brochures;
- Leads projects as assigned, such as cause-related marketing, special events, and third party fundraising efforts;
- All other duties as assigned.

## **Qualifications:**

- Embraces the mission of The Homeless Families Foundation and represents the values of the organization on a regular basis
- Exhibits strong interpersonal and writing skills
- Minimum three (3) years' progressively responsible and successful experience working in Marketing and Communications, preferably in the nonprofit sector
- Previous experience successfully managing a marketing and communications program
- Applied knowledge working with online communications, social media and content management
- Proficient in Word, Excel, Publisher, PowerPoint, SharePoint, InDesign or similar software, Adobe, and in-depth knowledge of PR/Social tools
- Proven ability to create successful relationships with donors, staff, and coworkers
- Demonstrates follow through on tasks and goals as demonstrated in previous work history
- Possesses a valid Ohio driver's license and ability to provide proof of automobile insurance
- Successfully passes a criminal background check and pre-employment drug screen
- Regular and predictable attendance required