

FAMILIES FORWARD

DIGNITY • EMPOWERMENT • HOPE

Job Title: Marketing Manager

Reports to: Chief Advancement Officer

Education Requirement: Bachelor's degree in Marketing, Communications, or equivalent

Experience Requirement: Minimum of 5 years in for-profit or non-profit with primary responsibility for developing and implementing marketing, branding and communications plan.

Job Summary:

A creative and talented Marketing Manager plays an integral role in positioning Families Forward as a leader in ending and preventing family homelessness in Orange County. The Marketing Manager creates compelling narrative and visually appealing imagery to build brand awareness and inspire engagement. The Marketing Manager is primarily responsible for developing and implementing annual marketing, branding and communications plan to support the fund development activities and programs of Families Forward. The Marketing Manager is responsible for all aspects of brand management striving for brand consistency in all internal and external marketing and communications.

Essential Job Duties:

Marketing, Branding and Communications Management (90% of time spent):

- Develop, implement, and manage annual marketing, branding, and communications plan
- Collaborate with staff, consultants, and external partners to create, design, and produce digital/print content for marketing and fundraising collateral, newsletters, annual reports, appeals, campaigns, events, seasonal programs, print/digital advertising, etc.
- Manage all social media platforms, create content, engage with followers and partners, and monitor/respond to comments and inquiries
- Manage website, create website content, monitor website performance/functionality, and implement strategies to increase website traffic and engagement
- Manage projects and content production with consultants and vendors (copywriters, designers, website programmers/designers, printers/mail houses, photographers, videographers, etc.)
- Collaborate with multiple departments to develop and oversee communications calendar
- Assist in the development and oversight of annual marketing budget
- Utilize Google Analytics to inform marketing, social media and communications strategies, measure performance, and drive decision making
- Protect brand by providing guidance to internal and external parties and ensuring adherence to brand identity standards
- Build and maintain media log

Other Duties as Assigned (10% of time spent):

- Member of the management team
- Assist with special events and community outreach activities
- Attend staff meetings, Fund Development-meetings, and other meetings as needed
- Coordinate as necessary with Board and Board Committees
- Assist with other special projects as assigned

Job Qualifications:

- Bachelor's degree in Marketing, Communications, or equivalent
- Minimum of 5 years' experience with primary responsibility for developing and implementing marketing, branding, and communications plan
- Proficiency with Microsoft Office Suite and Adobe Creative Cloud
- Experience with email marketing products such as Constant Contact and MailChimp
- Experience with WordPress, HTML, Photoshop, and other graphic design software
- Strong graphic design skills, samples required
- Experience with managing social media platforms and utilizing social media marketing tools
- Familiarity with Google Analytics
- Experience with digital marketing/advertising
- Experience with online donation platforms such as BBMS, Funraise or Classy
- Experience with Raiser's Edge/NXT a plus
- Highly driven, results-oriented work ethic
- Exceptional project management skills, adherence to deadlines
- Strong organizational, planning, and time management skills
- Ability to work autonomously in fast-paced, dynamic environment with frequently changing priorities
- Occasional evening and weekend work required
- Ability to occasionally lift or carry 25 pounds
- Valid California Driver License and State Mandated Vehicle Insurance

Please submit a cover letter and resume to Marissa Hall, mhall@families-forward.org

Note: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Management reserves the right to assign or reassign duties and responsibilities to this job at any time.