



Marketing and Community Relations Manager

Our Mission:

Home for Families believes that families deserve to have the right to housing, educational and financial stability.

Our Values:

Passionate, Inclusive, Genuine, Innovative, Adaptable

Position Overview:

The Marketing and Community Relations Manager reports to the VP of Advancement & Continuous Improvement. This position is responsible for representing the Home for Families (HFF) brand to the larger community, creating cohesive and consistent messaging, building community awareness, promoting engagement with community partners, supporting all HFF fundraising initiatives, and developing and deploying a strategic marketing plan in alignment with HFF's strategic plan and the Executive Leadership team.

Key Responsibilities:

- Implements a comprehensive marketing, communications and public relations program that will enhance HFF's brand within the Columbus community and beyond;
- Develops a multi-year strategic marketing plan in conjunction with VP of Advancement and Continuous Improvement and the Executive Leadership Team;
- Develops, manages, and implements internal and external communication strategies and tactics in support of objectives that reflect HFF's mission, values, and priorities;
- Ensures accurate, consistent and cohesive communication of the HFF brand to both internal and external constituencies and throughout the Columbus community;
- Cultivates and nurtures relationships with a small to mid-size portfolio of corporate and community partners, vendors, local media and donors to achieve annual fundraising targets;
- Creates messaging consistent with enhancing a community belonging by acknowledging and honoring diversity in all aspects of life;
- Facilitates media opportunities and ensures regular contact with target media; provides timely and appropriate response to media requests;
- Manages the HFF website, including relevant content in News/Success Stories; strives to continually improve functionality and the user experience;
- Works closely with programs to maintain knowledge of events and information; shares appropriate and current information through the HFF website and social media channels;
- Actively engages with companies, civic groups, professional organizations, schools and other entities through in-person meetings, presentations and donation/volunteer solicitations;
- Facilitates creative engagement opportunities to engage HFF leadership, staff and volunteers with supporters, partners, and donors
- Monitors website traffic and SEO/Google Analytics; identifies challenges and opportunities based on analysis; implements appropriate corrective measures;
- Manages and coordinates all elements of HFF's social media including research of audience preferences and trends, creating engaging text, image, and video content, updating account layouts, and designing posts to sustain readers' curiosity;
- Trains team members on effective and beneficial (social) media engagement;
- Develops optimal social media posting schedules with consideration of web traffic and customer/client engagement metrics;

- Provides regular marketing analytics updates and reports to the Advancement Team;
- Coordinates the appearance of all print and electronic materials such as letterhead, brochures, signage, apparel;
- Coordinates, manages, and leads small volunteer groups as needed to support HFF appeal, campaigns, and events;
- All other duties as assigned.

Qualifications:

- Embraces the mission of Home for Families and represents the values of the organization on a regular basis
- Minimum four (4) years' of education in Marketing/Communications (or similar field), or professional experience with developing and implementing a successful Marketing and Communications program, preferably in the nonprofit sector
- Strong attention to detail and writing skills required
- Applied knowledge working with online communications, social media, and content management
- Proficiencies in Word, Excel, Publisher, PowerPoint, SharePoint; experience with InDesign, Adobe, or other graphic design software a plus; and in-depth knowledge of PR/social media tools
- Strong interpersonal skills and proven ability to cultivate successful relationships with donors, staff, vendors, and community partners
- Demonstrates timely and accurate 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
- Regular and predictable attendance required

** Data shows that women sometimes pass on job opportunities because they don't feel like they meet all the qualifications listed. Keep in mind, these descriptions are general overviews, not a mandatory comprehensive list. If you believe you have the skills and drive to help Geben grow, we want to hear from you! (Devin's feedback is to add something similar – my take is below)*

**Remember, this description serves as a general position overview, not an exact 1:1 checklist. If you are confident in your abilities and possess the determination to contribute to the HFF mission and the families we serve, we want to hear from you!*