



Marketing Manager Job Description

Job Summary

Family House is looking for a Marketing Manager to help execute Family House's marketing strategy. From auditing current asset needs to managing new content development, this role is a unique opportunity for a content creator and copywriter looking to grow into a broader marketing role. We're looking for candidates with strong writing skills as well as an interest in strategic planning. In this role, you'll write content (web and email copy, blog posts, published newsletters, etc.) but also work with external collaborators (freelance graphic designers or video editors) to bring to life new content ideas. This is a full-time, exempt position.

Reporting Relationship

This role reports directly to the Director of Development & Marketing and will collaborate internally with the Marketing Associate.

Essential Duties and Responsibilities

(Please note that management reserves the right to change, modify, and/or alter any of the duties listed above to meet business demands).

MARKETING STRATEGY & MISC:

- Manage editorial calendar
- With Director, plan and execute marketing and fundraising campaigns for Giving Tuesday, Year End Giving, Mid-Year Appeal, fundraising events and others as needed
- Manage marketing budget
- Identify new opportunities for enhancing Family House profile
- With Director, organize, write and edit annual materials including Annual Report
- Prepare quarterly Board report with analytics

ADVERTISING:

- Assess current and past advertising, make recommendations for improving ROI and maximizing limited ad budget
- Manage all paid advertising campaigns, including liaising with paid media representatives
- Solicit PSAs or other no/low-cost advertising opportunities
- Develop promotional partnerships to leverage reach in market

SOCIAL:

- Determine high-level social media goals based on mission and campaign-related objectives
- Create content (images/graphics) to post across social channels
- Manage limited paid social ad budget and monitor social analytics



- Lead production of videos, including making edits and directing videographer

WEBSITE:

- Make copy and image updates to website as needed
- Write and edit content for blog posts
- Monitor Google Analytics and implement necessary updates
- Manage and update (as needed) Google Ad Grant and implement tactics to continuously improve SEO

EMAIL:

- Oversee lists and segmentation for all email campaigns; cross analyzing data between Constant Contact and Salesforce and others to enhance marketing outreach
- Write and edit content as necessary
- Analyze performance, list growth and open rates and implement tactics to increase

QUALIFICATION REQUIREMENTS:

Education and/or Experience

- Bachelor's Degree preferred
- 3-5 years experience in marketing at an agency or in-house nonprofit marketing department
- Excellent project management and organizational skills
- Excellent written and verbal communication skills
- Ability to prioritize and balance multiple projects simultaneously
- Comfortable interacting with the families staying at Family House

Competencies

Constant Contact, Hootsuite, Facebook/Meta, Canva and Salesforce experience

Employee Benefits

Family House offers a competitive, comprehensive benefits package including: healthcare benefits, flexible spending accounts, 403(b) plan with an employer match, accrued sick leave and vacation and disability coverage.

Equal Employment Opportunity

Family House Inc. is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran or disabled status, or genetic information. Family House seeks candidates whose skills, personal and professional



experience, have prepared them to contribute to our commitment to provide compassionate heartfelt care and hospitality to the families and team we serve.

Commitment to Diversity, Equity, and Inclusion

Fostering a community where everyone can connect, belong, and grow.

At Family House, we embrace the diverse backgrounds, cultures and experiences of every person that walks through our doors. We are committed to building an inclusive community, nurturing a culture that is welcoming and supportive, and engaging in dialogue that deepens our understanding of each other and our roles in strengthening our home and life for all.