



Marketing Manager Job Description

Family House serves as a home away from home for families of children with cancer and other life-threatening illnesses by providing physical comfort and emotional support, free from financial concerns. Family House is more than just a place to stay – it's a supportive community of people who are dedicated to providing a caring environment for the entire family while their child is undergoing treatment.

Family House is a small staff of compassionate, collaborative and growth-oriented team members dedicated to serving critically ill children and their families who come from all over the world to be treated in San Francisco. We are looking for fellow colleagues who possess a strong commitment to embodying our values of care, comfort and compassion.

Job Summary

Family House is looking for a Marketing Manager to help collaborate on and execute Family House's marketing and fundraising strategy. From auditing current assets to managing new content development, this role is a unique opportunity for a content creator and strong copywriter looking to grow into a broader marketing role. 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 that maximize exposure to prospective donors. This is a full-time, exempt position and will be required to work in the office at least three days per week.

To Apply, please email resume and cover letter to Jon Hodo at jhodo@familyhouseinc.org

Reporting Relationship

This role reports directly to the Director of Development & Marketing

Essential Duties and Responsibilities

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

PROJECT OVERSIGHT & MISC:

- Manage editorial calendar in alignment with brand guidelines
- 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 budgets
- 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:

- Execute on social media goals based on mission and campaign-related objectives
- Create content (images/graphics) to post across social channels
- Lead production of videos, including making edits and directing videographer
- Manage community engagement on social channels, as well as monitor social media to suggest new ideas and stay on top of trends appropriate for Family House
- Implement tactics to increase followers and engagement

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:

- Write, design, test and schedule monthly e-newsletters and other standalone emails as needed
- 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.