



Position Title: Marketing Coordinator  
Status: Salary, Full-time  
Supervised by: Director of Development  
Supervises: PT Marketing Assistant

**Position Summary:**

The Marketing Manager designs, implements, and manages all print, digital marketing and communication initiatives for building awareness in the community and positioning House of Refuge as a successful model in transitioning homeless families into permanent housing.

**Duties and Responsibilities:**

**Marketing (40% time):**

- Manages marketing campaigns to include resident stories, testimonials, statistics, and videos to encourage and engage donors, supporters and fans.
- Collaborates with the Director of Development to design and implement fundraising campaigns.
- Collaborates with the Director of Development and Director of Social Services to design, implement and manage all promotional and signing materials for events, volunteers, employee partnerships, donation pick-ups, as well as general information and campaign materials.
- Researches and develops cause marketing cross promotional opportunities and campaigns.
- Provides marketing support to entire campus for all signage needed as requested.
- Ensures the anonymity of House of Refuge residents is protected **AT ALL TIMES** and that photo/video releases are on file for **any and every individual** featured in **ANY** marketing piece of **ANY** kind.
- Facilitates the production of videos and promotional content created by volunteers to ensure it is “on brand”

**Communications (20% time):**

- Provides oversight of content-management on House of Refuge website to ensure information is updated and current at all times. Sources information needed to update changes needed.
- Designs and implements data base email drip marketing sequences.

- Writes and posts content to the House of Refuge website and social channels.
- Liaisons to website subcontractor to request template and navigation revisions as necessary and report bugs.
- Develops and creates Donor Perfect Database collection forms for donation receipting, in-kind receipting, donation pick-up requests, event registrations, volunteer applications, and all other data collection forms as needed.
- Writes and submits press releases for educational initiatives, community outreach, milestones, and grant requirements.
- Collaborates with House of Refuge staff to identify potential content for monthly E-newsletter and social media content.
- Provides monthly website and social media statistical reporting and analysis to Executive Director and Director staff as requested.
- Designs, develops and maintains informational PowerPoint slide deck on House of Refuge as a resource for external presentations and speaking opportunities.
- Creates and films donor thank you videos, Facebook fundraising videos, as well as recorded and live social media videos

**Social Media (20% time):**

- Develops (in conjunction with House of Refuge staff) and manages social media campaigns, content, and paid advertising strategies including google grant.
- Monitors House of Refuge social media channels (Facebook, Instagram, Twitter, LinkedIn, and YouTube), engages with audience, and responds to all inquiries and comments.

**Facilitation of Creation (10% time):**

- Oversees the design and creation for print and digital distribution, including but not limited to: ads, brochures, posters, invitations, thank you's, volunteer applications, surveys, event programs, promotional material, flyers, and email blasts.
- Collaborates with Director of Development to design and launch fundraising campaigns and surveys.

**Other (10% time):**

- Participates in team, staff and committee meetings as needed
- Develops and maintains editorial calendar (including events, newsletters, and major email blasts)
- Develops SOP's for designing, implementing and assessing success of marketing initiatives.
- Develops SOP's for use of social media.
- Develops SOP's for monitoring and updating content on House of Refuge website
- Other duties as assigned.

### **Education/Experience:**

- Bachelor's degree in marketing and/or communications or equivalent marketing experience.
- Experience leading a team of individuals in project execution required.
- Computer proficiency required. Must already have a working knowledge of various software and platforms such as MS Office, Facebook, LinkedIn, Twitter, Instagram, YouTube, as well as database and email software.
- Must have a moderate understanding of web design.
- Must agree to and successfully pass a State of Arizona Department of Public Safety fingerprint clearance.
- Must agree to and successfully pass a criminal background and credit check.

### **Knowledge/Skills/Abilities**

- Must be self-directed and self-motivated
- Must possess strong aptitude to manage multiple projects simultaneously.
- Must demonstrate excellent oral and written communications skills including the ability to edit and the proper use of grammar.
- Must be detail oriented, highly organized, and willing to work as a team player.
- Must be able to consistently develop and meet deadlines, sometimes multiple in nature.
- Must communicate with residents, staff, volunteers and supervisors in a clear, concise and professional manner at all times.
- May require extended periods of walking, sitting, and standing.
- Acknowledges the legal responsibility to maintain confidentiality in all written and verbal information and communication they receive.
- Must be able to demonstrate excellent customer service skills at all times.

### **Hours:**

Regular business hours are Monday-Friday 8:00 AM to 5:00 PM. Must be willing to work flexible hours and days, a minimum of 40 hours a week. Schedule variances determined by outreach program based needs.