



## POSITION DESCRIPTION

Posting title:	<b>Marketing &amp; Communications Manager</b>
Department:	Development & Communications
Supervisor:	Director of Development & Communications
FLSA:	Full-time/Exempt/Salary
Salary:	\$70,000

### OUR IMPACT

For over 45 years, Samaritan House has been leading the fight against poverty in San Mateo County. We're the only organization that delivers the full breadth of essential services and personalized support to the working poor. By ensuring our clients are fed, clothed, healthy, and housed, we help them create their own stability and remain an active, successful part of our community. After all, an enduring community is only possible when every person has the resources they need to live.

### OUR CULTURE

We're passionate about providing our employees with a supportive work environment and experiences that help them grow. We offer excellent opportunities for individuals with proven strong, creative, results-driven leadership skills and stellar work ethics. We welcome candidates who love working with people of diverse backgrounds and want to make a difference by fostering community care for our neighbors in need.

### YOUR IMPACT

Under the supervision of the Director of Development & Communications, the Marketing and Communications Manager will help increase the visibility of Samaritan House and its programs by developing and executing marketing/communications strategies and by driving the creation of compelling content that narrates Samaritan House's impact. This role requires a mid- to high level of expertise as well as a flexible schedule that can accommodate evening/weekend events (approximately 7-10 per year) and any urgent, off-hours communication needs.

### JOB REQUIREMENTS

#### Education

- Bachelor's degree in Communications, Marketing, Journalism or Public Relations, or equivalent experience.

## Experience

- Minimum three years marketing and communications experience. Non-profit experience preferred.

## Knowledge, Skills, and Abilities:

- Superior verbal/written communication and story development skills, as well as a nuanced understanding of messaging and framing.
- Excellent ability to create successful social media campaigns for YouTube, Twitter, Facebook, LinkedIn, Instagram, and other social media channels with a proven record of driving engagement and building a loyal audience.
- Excellent software proficiency: Microsoft Office Suite; Canva, Animoto or similar, with the ability to create photography and video projects quickly. Basic knowledge of Adobe Photoshop and Premiere a plus.
- Excellent interpersonal and relationship-building skills. Must be able to work effectively and collaboratively with all agency constituents, partnering agencies, vendors, media, volunteers, internal teams, etc. High level of integrity, strong work ethic, and excellent customer service skills. Ability to work independently and collaboratively as needed.
- Excellent reasoning and judgment skills. Ability to be agile and make quick decisions in fast-paced environment.
- Strong attention to detail, organizational skills, and the ability to successfully prioritize in a fast-paced environment.
- Must be able to travel between agency sites or other locations as assigned. Valid California driver's license, dependable transportation with insurance, and a clean driving record.

## ESSENTIAL FUNCTIONS OF THE POSITION

### Marketing and Communications

- Collaborate with the Director of Development & Communications to develop and implement an integrated strategic marketing, communications and engagement plan to strengthen programmatic impact and support Samaritan House's mission and goals.
- Manage writing, project budgets, production, design, and distribution of a wide variety of publications and collateral materials.
- Oversee gathering of content for use across all channels and platforms.
- Manage agency's presence across selected social media channels including Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Identify and write stories that demonstrate Samaritan House's impact on our community
- Utilize metrics to measure the success of various communications initiatives and drive results.
- Conduct general market research to keep abreast of trends and competitors' marketing movements.
- Oversee maintenance of an organization-wide editorial calendar to guide communications efforts with internal and external stakeholders.

- Liaise with contracted public relations firm to ensure agency visibility. Partner with firm to maximize opportunities for media coverage.
- Cultivate relationships with contractors and vendors.
- Oversee updates to organization website.
- Ensure all content meets branding and style requirements.

Other Department, Agency and Administrative Duties include but are not limited to:

- Oversee management of central repository for agency photos, releases, and print materials.
- Supervise and coordinate volunteers when needed. May use volunteers to support workflow as needed. With advance HR approval and evaluation, may develop intern opportunities in this area.
- Support, assist and attend general development department and agency events, activities and functions as needed. Assume responsibility and leadership for any related tasks within these events.
- Assist with the maintenance of a safe work environment and report any incidents within 24 hours or immediately
- Work occasional evenings, early mornings, weekends and holidays depending on programmatic needs and events.
- Support Department Head as needed and assigned.
- Attend any assigned trainings or meetings internal or external- represent Samaritan House positively and professionally.
- Perform other duties as directed.

## HOW TO APPLY

Interested candidates will be required to submit a cover letter and resume to:

Samaritan House  
Director of Human Resources  
4031 Pacific Blvd.  
San Mateo, CA 94403  
hr@samaritanhousesanmateo.com  
(650) 294-4336

No phone calls, please! Samaritan House is an equal opportunity employer.

Because of the volume of applications Samaritan House receives, we regret we are not able to respond to every applicant individually. If your skills and experience are a good match for this position, we will contact you for an interview.