



<b>Job Title:</b> Marketing & Communications Manager	<b>Reports To:</b> Development Director
<b>FLSA Status:</b> Non-Exempt	<b>Salaried/Benefits:</b> Salaried, Full Time

**Position Summary:** Grace House Ministries is seeking a Marketing & Communications Manager to oversee the organization's branding and communication efforts and fundraising events. Under the direction of the Development Director, this role involves coordinating marketing efforts, planning events, and creating content to enhance community engagement and strengthen relationships with stakeholders. The ideal candidate will bring creativity, strategic thinking, and organizational skills to expand the organization's reach and deepen connections with donors, volunteers, and the community.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Bachelor's degree in Communications, Public Relations, Marketing, Nonprofit Management, or a related field.
- Minimum 5 years of professional experience in a nonprofit, marketing, or office setting.
- Proficient in digital marketing tools, email marketing platforms, and website management systems.
- Strong skills in content creation, segmentation, and audience-specific messaging.
- Knowledge of Grace House Ministries' constituencies or similar nonprofit contexts is a plus.

### **Responsibilities & Expectations:**

#### Marketing & Communications:

- Develop and implement a strategic marketing plan encompassing social media, email campaigns, website content, and promotional materials.
- Create and maintain a content calendar to ensure consistent outreach and messaging.
- Plan, create, and post engaging content for social media and email marketing, ensuring alignment with the organization's brand and mission.
- Track and report metrics for marketing campaigns, using data to optimize strategies.
- Write, design, and update newsletters, press releases, media materials, and other external communications.
- Assist in creating promotional materials for events, donor engagement, and volunteer recruitment.
- Update and maintain Grace House's website to effectively communicate the organization's story and engage donors and volunteers.
- Ensure all marketing collateral is accurate, engaging, and aligned with Grace House's branding guidelines.
- Maintain organized team documents, including marketing plans, project timelines, and donor communications.

#### Special Events:

- Under the direction of the Development Director, plan and execute annual fundraising events that align with the organization's fundraising goals.
- Work closely with leadership volunteers to ensure adequate support for events.
- Coordinate all aspects of event logistics, including vendor coordination, scheduling, and day-of execution.
- Develop and produce event-related materials, including invitations, programs, signage, and promotional content.



- Track event metrics, evaluate outcomes, and recommend improvements for future events.

#### **Key Competencies:**

- Attention to Detail: Demonstrated accuracy in managing communication materials and data.
- Communication Skills: Exceptional written and verbal communication abilities.
- Organizational Skills: Proven ability to manage multiple projects and meet deadlines.
- Problem-Solving: Initiative and resourcefulness in identifying and addressing challenges.
- Collaboration: Comfortable working with cross-functional teams to achieve shared goals.
- Adaptability: Flexibility to adjust priorities in a dynamic nonprofit environment.
- Professionalism & Confidentiality: Maintains discretion in handling sensitive information.

**Supervisory:** This position does not oversee staff.

**Certificates, Licenses, Registrations, Security:** Security fingerprint clearance by the Federal Bureau of Investigation, the Alabama Bureau of Investigation, and the Child Abuse and Neglect registry.

#### **Compensation & Work Environment:**

- Salary: Commensurate with experience.
- Benefits: Comprehensive benefits package, including medical, dental, paid vacation, and sick time.
- Work Schedule: Full-time, in-person position.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Working in a dynamic and supportive environment that aligns with the organization's Christian values. The role requires individuals who are committed to serving as role models and mentors for the children, maintaining professionalism, and collaborating effectively with the team.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Standing and walking frequently
- Lifting and carrying moderate weights (up to 25-30 pounds)
- Bending and reaching
- Manual dexterity
- Ability to respond quickly to emergencies
- Mobility around the household and grounds
- Driving for local travel
- Stamina and ability to work extended hours