

Marketing and Communications Manager

The Marketing and Communications Manager (MCM) is responsible for promoting HS' work and mission through developing marketing strategies which creatively transform and enhance the view of Hagar's Sisters as it transitions from a local to a national non-profit organization accessible to women nation-wide. To do so, the MCM will create impactful high quality digital media and printed materials designed to increase the number of women served and to reach new donors and new volunteers. Working closely with all staff members, the MCM creates a marketing and communications plan and strategy which most effectively supports their strategies and goals.

Responsibilities

- Creating and implementing high quality communication pieces for donor presentations and fundraising events, such as donor letters, the annual report, newsletters, and pertinent materials
- Creating a new on-line presence in social media which portrays HS' powerful ability to assist women experiencing domestic abuse
 - Providing compelling stories of sister success
 - Responding to media inquiries regarding our services with either direct response or through referral to appropriate staff
- Developing highly effective video materials, email blasts, and Sister stories as needed
- Through collaboration with the Program Manager and designated others, producing and distributing effective promotional materials and distributing in online and offline channels
- Overseeing market data collection, analysis and evaluation to ensure HS' effectiveness and impact on both awareness and survivor impact and tracking ROI for marketing campaigns as feasible
- As needed and approved for other stakeholders, creating marketing presentations and designing displays for Special Events and others
- Supporting Development by working with the Development Director to create and deliver impactful presentation materials
- Crafting and distributing regular newsletters with ministry updates

Qualification Requirements

- Proven work experience as a Marketing Communications Specialist or similar role
- 3-5 years of experience creating marketing materials for a professional organization
- Demonstrated experience developing and executing successful marketing campaigns
- Creative communication approaches that are fresh and compelling and reflect sensitivity to cultural and demographic differences preferably demonstrated by work samples or portfolio
- Strong communication skills that are persuasive and sensitive to cultural differences
- Hands-on experience with social media and web content management tools, like WordPress
- Proficiency in MS Office

For more information contact LoriW@HagarsSisters.org