Job Title: Director of Marketing - Family Promise of Southern New Hampshire

Our mission is to end homelessness, one family at a time. Through safe housing and education, Family Promise guides families as they break the cycle, and rise from homelessness to sustainable independence.

Job Summary: The Director of Marketing at Family Promise of Southern New Hampshire is responsible for leading the marketing and communications efforts of the organization. This role focuses on developing and implementing marketing strategies to promote the mission, programs, and services offered by Family Promise of Southern New Hampshire. The Director of Marketing plays a vital role in increasing brand awareness, expanding community engagement, and driving fundraising efforts.

Key Responsibilities:

1. Develop Marketing Strategy: Create a comprehensive marketing strategy aligned with the organization's goals and objectives. This includes identifying target audiences, defining key messaging, and determining appropriate marketing channels and tactics.
2. Brand Management: Maintain and enhance the organization's brand identity. Ensure consistent messaging and visual representation across all marketing materials, digital platforms, and external communications.
3. Digital Marketing: Oversee the organization's online presence, including website management, social media channels, email marketing campaigns, and online advertising. Leverage digital platforms to increase engagement, drive traffic, and generate leads.
4. Content Creation: Develop compelling and engaging content for various marketing channels, including website copy, blog posts, social media updates, newsletters, and press releases. Collaborate with staff and stakeholders to gather information and stories to promote the organization's impact and success.
5. Event Management: Coordinate with community partners for other fundraising event opportunities. Establish volunteer committees to oversee fundraising events. Annual events include: Major Donor Recognition Evening, Home Stretch 5K, and Homeward Bound Food & Beverage Festival
6. Public Relations: Serve as a point of contact for media relations. Develop and maintain relationships with journalists, influencers, and community partners. Create press releases, media kits, and other materials to secure media coverage and raise awareness about the organization.
7. Fundraising Support: Collaborate with the development team to create marketing materials and campaigns that support fundraising efforts. Develop donor communication strategies and assist in the planning and execution of fundraising events.
8. Data Analysis: Monitor and analyze marketing metrics, including website traffic, social media engagement, and email campaign performance. Utilize data-driven insights to optimize marketing strategies and improve overall effectiveness.

Ending Homelessness....One Family at a Time
Qualifications and Skills:

- Advanced experience in marketing, communications, or a related field. Advanced degree preferred.
- Proven experience (5+ years) in marketing, preferably in the nonprofit sector.
- Proficiency in Microsoft Office.
- Excellent written and verbal communication skills.
- Strong understanding of digital marketing strategies and platforms.
- Proficiency in website management, social media platforms, and email marketing tools. Adobe Creative Cloud, web content management (HTML and CSS), MailChimp, and Canva.
- Demonstrated ability to develop and implement marketing campaigns.
- Event planning experience, specifically overseeing large scale events.
- Experience in media relations and public relations.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Strong leadership and team management skills.
- Passion for the mission of Family Promise of Southern New Hampshire and the ability to effectively communicate the organization's impact to various stakeholders.

This job description is intended to convey essential information about the responsibilities and requirements of the Director of Marketing role at Family Promise of Southern New Hampshire. It is not an exhaustive list and may be subject to change based on the organization's needs.

Family Promise of Southern New Hampshire offers a competitive salary for full time position (40 hours) with health insurance reimbursement and vacation policy.

Please forward credentials to:
Michelle Guerrin, Finance and Compliance Director, michelle.guerrin@familypromisesnh.org
603-883-7338 ext 7