



Jewell McFarland-Lewis Women's Resource Center Fresh Start Women's Foundation

Title: Marketing Manager
Reports to: VP of Development
Schedule: Full-Time

ABOUT FRESH START WOMEN'S FOUNDATION

Since 1992, Fresh Start Women's Foundation has been on a mission to provide education, resources, and support for women to positively transform their lives and strengthen our community. As a 501(c)(3) nonprofit organization, Fresh Start helps women 18 and up focus on key areas of their lives, with a wide range of services, classes, and workshops designed to teach self-confidence, life skills, and career development.

JOB SUMMARY

The Marketing Manager is tasked with overseeing the public image of Fresh Start in order to create awareness and build an understanding of the Foundation's mission. This position will be fully involved in all marketing, PR, branding, social media, website management, and fundraising events. The Marketing Manager will be a part of the Development Department and will play a critical role in fundraising efforts through marketing and PR.

This position will be responsible for creating and implementing effective content that speaks to a variety of audiences including: current and prospective donors, community partners, media outlets and women in the community. The Marketing Manager will dedicate their time toward developing strategic partnerships, securing funders/advertisers and creatively guiding the overall marketing strategy for the organization. Additionally, this position will work with a collection of Board Members and be a member of the Fresh Start Marketing Committee.

ESSENTIAL FUNCTIONS

- Manage annual marketing campaign and uphold the Fresh Start marketing plan.
- Create strategically themed editorial calendars for email communication and social media.
- Develop and implement traditional and non-traditional marketing strategies to support individual, corporate and annual giving.
- Enhance Fresh Start's social media presence across multiple platforms and manage analytics.
- Coordinate content for print, web and special event materials to be delivered to a graphic designer.
- Provide PR and marketing support for fundraising events including writing and producing special event materials.
- Update website content and manage analytics.
- Design, write and send all email communication and manage analytics.
- Maintain and enforce brand standards.
- Manage Google AdWord campaigns.



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SKILLS & ABILITIES

- Excellent written and oral communication skills.
- Strong organizational and decision-making skills with the ability to multi-task and work in a fast paced, demanding environment.
- Experience developing compelling communication materials.
- Ability to work respectfully and effectively with a variety of individuals including clients, volunteers, staff, donors and community partners.
- Web-based communication experience with strong demonstrated knowledge of social media.
- Website management (knowledge of Keystone a plus)
- Must consistently exhibit high levels of initiative, flexibility, and professionalism.
- Skilled at working and staying motivated in both a team and individual work environment.
- Willingness to attend outside meetings and events to represent Fresh Start.

QUALIFICATIONS:

- At least 3 years of experience in marketing, communication, public relations or related field
- Minimum of a Bachelor's Degree in a related field
- Strong skills in MS Word, Excel, Outlook, PowerPoint
- Fundamental understanding of the most recent Adobe Creative Suite (Photoshop, InDesign, and Illustrator) and ability to efficiently work within those programs.
- Non-profit and fundraising experience a plus

TO APPLY

Send resume, cover letter and salary range to resumes@fswf.org with *Marketing Manager* in the subject line.

Qualified applicants will be contacted shortly after October 4, 2017.