



RAPHAEL HOUSE JOB POSTING

Job Title: Marketing Manager
Department: Development
Reports to: Director of Development

Summary:

Since 1971, Raphael House has been at the forefront of providing homeless and low-income families in the San Francisco Bay Area the personalized family-centered solutions they need to build brighter futures. Raphael House is a privately funded and community-supported organization. Our success rate is unmatched: more than 85% of all Raphael House families go on to achieve long-term housing and financial stability.

Our Team:

Diverse, caring, and creative, Raphael House's staff are skilled thinkers and problem solvers, and they're always willing to roll up their sleeves to get the job done. Raphael House employees are inspired by the organization's mission both professionally and personally, and each is developed as a collaborative leader and crucial contributor to strengthening families in the community.

Summary Statement:

Reporting to and in collaboration with the Director of Development, the Marketing Manager provides leadership for the overall vision and strategy—and manages the execution of—Raphael House's internal and external marketing and communications functions. This includes the production of all organizational media: video, photo, digital communications, and printed collateral. The Marketing Manager develops and oversees marketing plans and tactics to meet campaign fundraising and awareness goals. The Marketing Manager is also responsible for defining and refining all communication, marketing, and media analytics to help establish continual avenues of growth.

Key Duties and Responsibilities

- **Strategic Planning:** Creates and manages a comprehensive communications/marketing plan—including outbound marketing campaigns and budget—for generating leads and maximizing public awareness of Raphael House in collaboration with leadership, development team, and marketing committee
- **Photo, Video & Media Production:** Shoots, edits and produces basic media clips and photography for use with our social media, website, events, and organizational presentations.
- **Social Media:** Develops and implements strategies to grow social media engagement, including goal setting, monitoring metrics, managing the day-to-day execution of social media messaging, content calendar, and advertising across Facebook, Twitter, Instagram, LinkedIn, etc.
- **Writing:** Writes and edits all outward-facing organizational written copy including but not limited to direct mail, appeal letters, social media, annual reports, newsletters, event materials, etc.
- **Website:** Responsible for content creation, web updates, and monitoring analytics to make recommendations and implement improvements to our website and digital channels.

*The mission of Raphael House is to help at risk families
to achieve stable housing and financial independence, while strengthening family bonds.*

- Email Marketing: Manage and facilitate the organization's e-communications and digital marketing, including email newsletters, email lists, etc.
- Design: Creates, designs and edits direct mail, newsletters, annual reports, brochures, event collateral, factsheets, and other marketing/fundraising materials.
- Analytics & Metrics: Monitors marketing metrics for web, social media, and email, to identify new and enhanced strategies for maximizing their effectiveness in increasing donations and overall engagement.
- Messaging & Branding: Refines and enhances organizational messaging and branding as needed as well as maintains and manages updates to Raphael House's Style Guide and ensures that the integrity and standards of Raphael House's brand and identity are maintained internally and externally.
- Public & Media Relations: Advises and supports leadership in identifying and managing potential media opportunities, speaking engagements, or other PR opportunities including preparing articles, press kits, press releases, and other content initiatives.

Other Operational and Fundraising Duties:

- Attend all organizational fundraising events and volunteer-led events as they occur.
- Serves in a leadership role for Raphael House Development Committee.

Required Skills:

- Experience in strategic public relations and marketing in a nonprofit or institutional setting.
- Excellent writing, editing, and public speaking skills.
- Basic competency in graphic design and print production, using Canva and Adobe Creative Suite.
- Experience working with printers, designers, vendors, and in managing budgets for print projects.
- Ability to motivate and work well with volunteers, including the Board of Directors.
- Ability to work under pressure, stay flexible, and maintain a sense of humor.

Minimum Qualifications:

- A Bachelor's degree is preferred; with a minimum of 3 years' professional experience
- Experience in fundraising or nonprofit community relations
- Experience managing social media platforms like Facebook, Instagram, LinkedIn, Twitter, etc.
- Experience using Canva, Adobe InDesign, Photoshop & Premiere or similar design software
- Preferred experience using Hootsuite, Google Ads, Google Analytics
- Preferred experience using Wordpress or similar content management system
- Flexibility working remotely (using Zoom or Google Meet) and working in the office
- Sensitivity and understanding of the issues around homelessness and the mission of Raphael House
- Ability to work some evenings, weekends and/or longer hours. Ability to lift 20-30 lbs.

Salary: \$68,000 to \$82,000, commensurate with experience. Full-time employee benefits include: medical, dental, and vision coverage; three weeks accrued vacation days plus 10 paid holidays and 10 accrued sick days; EAP program; Flexible Spending Account; and commuter benefits. Raphael House supports a work/life balance for its employees and offers flexible work options.

Job Type: Full-time

Experience and Education:

- fundraising or community relations: 2 years
- public relations and/or marketing: 3 years
- Bachelor's degree preferred

Temporary COVID-19 Considerations:

- Proof of vaccination against COVID-19 is required by local health order as the shelter is considered a high-risk setting. Due to the nature and duties of this position, on-site presence is required at certain fundraising events where vaccination is mandatory.
- Masking and social distancing are required on-site, regardless of vaccination status.
- Daily on-site temperature and symptom screening are required for all staff and residents.
- Additional health and safety protocols may be implemented or modified as needed, based on guidance from the San Francisco Department of Public Health.

Raphael House (RH) provides equal employment opportunities without regard to age, ancestry, color, creed, mental or physical disability, marital status, medical condition, national origin, race, religion, sex, sexual orientation, veteran status, or any other consideration made unlawful by federal, state, or local laws.

Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

For consideration, please apply directly on [Indeed.com](https://www.indeed.com) or [LinkedIn.com](https://www.linkedin.com)