



Children and Family Services

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*Embracing Hope and Building Futures for Generations*

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## **MARKETING MANAGER**

**Organization Overview:** Sheltering Arms strengthens the education, wellbeing, and development of high-need children, adults, and families across the New York metro area. We serve thousands of people every year from the South Bronx to Far Rockaway. Through compassion, innovation, and partnership, we respond to our community's greatest needs and enable individuals to reach the greatest heights of their potential. Joining our team is an opportunity to collaborate with hundreds of dedicated colleagues who represent diverse backgrounds and talents as we work together to make a measurable impact for our neighbors in need. Every role at Sheltering Arms brings with it new opportunities for advancement and development so that team members can achieve their professional goals while helping others reach for theirs.

The **Marketing Manager** leads our marketing, branding, and awareness-building efforts. As a member of the Development and Communications team, you will build a comprehensive marketing plan, collateral, digital media strategy, and manage our website. You will start new, exciting initiatives that accelerate our revenue, organizational growth, and sustainability and position Sheltering Arms as a thought leader. You will report to the Chief Development Officer and work closely with internal and external constituents.

### **Job Description**

The Development and Communications team at Sheltering Arms fuels the growth and impact of the organization through fundraising, branding, marketing, and volunteer management initiatives. We're a growing team with a strong belief in life-transforming results for our communities and an ongoing desire to innovate, improve, and enjoy the journey. You're a good fit for our team if you also believe in:

- Using the power of storytelling to inspire donor engagement
- Giving supporters a stake in the future of our organization
- The power of word of mouth and advocacy
- Strategic cultivation as a tool for long term success

### **Responsibilities**

#### ***Campaigns and events***

- Work with the Development and Communications team to create campaigns, events and initiatives to assist our donor cultivation, advocacy, and stewardship efforts.

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- Collaborate with the Manager of Individual Giving & Campaigns to guide the pre-, during-, and post- “experience” for all of our events, most notably for our annual gala event.
- Identify and shape compelling stories that will motivate stakeholders to take action to support Sheltering Arms.

## ***Digital and social media***

- Manage our website content and work alongside third parties, wherever appropriate, to create new content. Keep the website fresh and relevant.
- Develop and implement our social media strategy that tells the stories and impact of Sheltering Arms programs.

## ***Brand management and communications***

- Work with the Chief Development Officer to establish and share messaging for the entire organization for use by the executive team and other externally-facing constituents.
- Develop new marketing and communication templates and calendars to ensure ongoing communications with our supporters and prospects. Monitor ongoing brand implementation.
- Partner with the CDO to launch PR strategies that build awareness of Sheltering Arms’ impact and priorities.
- Serve as a Brand Ambassador for the organization by ensuring brand adoption across all constituents.

## ***Insights***

- Research and monitor the impact marketing, communications and campaigns.
- Research trends (and predict the future, wherever possible) among donors, corporations, communities, and the broader nonprofit landscape.

## **Qualifications**

- Dedication and passion for social change, with a clear commitment to our mission of transforming lives for disenfranchised families and communities; sometimes the solutions are your own innovations, and sometimes you’re smart enough to reapply something that works
- Inspirational story teller who can blend emotions and numbers to get people to join your cause
- Demonstrated skill and success in managing complex projects, even when they include multiple stakeholders at the same time
- Keen knowledge of developing and implementing brand personality across multiple marketing touchpoints

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- Ability to tap networks of pro-bono marketing support is a plus
- Work experience in organizations that serve low-income communities is a plus
- Bachelor's degree and at least two years of related experience in marketing and communications

## **EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

It is the policy of Sheltering Arms that the Agency wholly complies with the equal treatment of all employees and applicants for employment without unlawful discrimination as to an individual's perceived or actual race, creed, color, national origin, alienage, citizenship status, gender, gender identity, age, disability, marital status, partnership status, sexual orientation, ethnicity, religion, or veteran status in all employment decisions, including but not limited to recruitment, hiring, compensation, training and apprenticeship, promotion, upgrading, demotion, downgrading, transfer, layoff and termination and all other terms and conditions of employment.

**Physical Requirements:** Must have the ability to complete all standard administrative and support tasks including but not limited to climbing up and down stairs, operation of computers/phones/fax/printer/copy machine, and the ability to lift boxes, furniture, and equipment up to 30lbs. Must be able to travel from the various locations and sites of Sheltering Arms.