

Full time, exempt position

Marketing Communications Manager -Gateway to Hope

The Marketing Communications Manager advances Gateway to Hope marketing direction including development of targeted tools and delivery of campaigns and learning experiences. The Marketing Communications Manager assures effectiveness using analytics and participant feedback and incorporating best practices. Learn more about [Gateway to Hope](#)

Duties and Responsibilities

- Develop, lead and deliver to accomplish multi-channel marketing goals that build Gateway to Hope's reputation and presence including digital/social, learning and events, and audience development
- Content and editorial lead, craft engaging content working alongside multiple internal stakeholders and cross functional teams
- Maintain GTH social media presence across all digital channels
- Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn,
- Measure and report on the performance of all digital marketing
- Original content creator/contributor; excellent writing and communication skills and video creation project management required
- Creates engaging learning-focused digital content and educational marketing campaigns
- Project owner for website and mobile Applaunch, overseeing execution to launch and ongoing content refresh
- Manage CRM and marketing database

Qualifications

- Bachelor's degree in communications / marketing and minimum 6 years full-time experience in a marketing/corporate communications setting
- Advanced knowledge of marketing tools and technologies (HootSuite, Google Analytics, Facebook Ads Manager, Adobe Suite, Mailchimp, Survey Monkey, WordPress)
- Ability to measure and report on campaign performance
- Thrive in managing multiple projects simultaneously
- Self-starter with positive attitude, initiative and ideas
- Highly organized with an eye for detail
- Exceptional interpersonal skills with the ability to build strong relationships
- Spanish fluency a plus

Resumes may be emailed to recruiter@stmartinsepiscopal.org