



Job Title: Marketing and Communications Manager

FLSA: Exempt

Reports to: Development Director/Public Information Officer

Anticipated Hire Date: July 7, 2025

Position Description

The Marketing and Communications Manager will lead the development and execution of innovative strategies to elevate Roberta's House's profile as a premier statewide organization. This position oversees all marketing, communications, and public relations activities, ensuring alignment with the organization's mission and strategic goals.

The ideal candidate is an initiative-taker who thrives on creative problem-solving, values collaboration, and can move seamlessly between independent work and team settings. They should bring a solutions-focused mindset and the ability to think critically about challenges and opportunities. They will use data technology—including AI tools—and visual storytelling to effectively communicate the impact of Roberta's House.

This role requires strong graphic design skills to create engaging content across digital and print platforms, as well as experience using modern design software and AI-based content creation or automation tools to improve workflow and output.

The Marketing and Communications Manager also oversees interns, volunteers, and external contractors, leveraging each team member's strengths to deliver results efficiently and on brand.

Key Responsibilities

1. Strategic Marketing and Communications:

- Develop and execute comprehensive marketing plans to promote Roberta's House's programs and services.
- Expand the organization's visibility and recognition as a statewide leader.
- Ensure all branding is consistent and reflects the mission across internal and external communications.
- Integrate the use of AI tools and analytics platforms to support strategy, planning, and performance evaluation.

2. Social Media and Digital Marketing:

- Lead the creation and implementation of social media strategies to grow engagement and reach audience.
- Maintain and update two organizational websites, ensuring optimal user experience and accessibility.
- Use digital insights and automation tools—including AI-assisted content scheduling, targeting, and analytics—to increase campaign efficiency.

3. Content Development and Media Coordination:

- Produce compelling and visually engaging content, including brochures, reports, infographics, and video.
- Apply intermediate graphic design skills using tools like Adobe Creative Suite, Canva, or similar platforms.
- Collaborate with media outlets to secure earned media and increase positive exposure.

4. Program Promotion and Outreach:

- Lead cross-channel promotional campaigns for programs, events, and fundraising efforts.
- Work closely with internal teams and external partners to align messaging and increase community engagement.

5. Team and Resource Management:

- Supervise, train, and support interns, volunteers, and contractors.
- Delegate tasks efficiently and provide constructive feedback.
- Monitor budgets and maximize use of resources to meet marketing objectives.

Desired Qualifications

- Bachelor's degree in marketing, communications, public relations, or a related field.
- 3–5 years of experience in marketing or communications, preferably in the nonprofit sector.
- Proficient in graphic design tools (e.g., Adobe Creative Suite, Canva) and web platforms (e.g., WordPress, Squarespace).
- Familiarity with or willingness to adopt AI tools for content creation, social media management, data analysis, and workflow optimization.
- Strong critical thinking skills with an initiative-taking, problem-solving approach.
- Initiative-taking with strong time management and the ability to prioritize and meet deadlines.
- Demonstrated success in leading projects and collaborating with diverse teams.
- Experience managing multiple tasks and stakeholders with diligence and clear communication.

The Marketing and Communications Manager will play a pivotal role in shaping the future of Roberta's House—using creativity, technology, and strategic insight to drive innovation, increase visibility, and strengthen our impact statewide.

General Requirements

- A valid state driver's license and access to a private vehicle are required.
- Successful completion of a background investigation
- Ability to work in an office environment or remotely perform work as scheduled
- Ability to have prolonged periods of sitting at a desk or working on a computer
- Ability to work evenings and weekends as needed
- Must be able to lift ten pounds

Submit a resume, portfolio, and cover letter to arobinson@robertashouse.org and gwbranch@robertashouse.org with subject line: Marketing and Communications Manager.

Roberta's House is an equal opportunity employer regardless of race, national origin, sex, age, disability, veteran status, sexual orientation, gender identity, orientation, or other classification protected under the law.