



JOB DESCRIPTION

Position: Communications Manager
Reports to: Director of Communications
Last Updated: May 2019

DESCRIPTION

Hope for New York (HFNY) mobilizes volunteer and financial resources to organizations serving the poor and marginalized in New York City. Our vision is a city in which individuals and communities experience spiritual, personal, social and economic well-being through the demonstration of Christ's love.

The Communications Manager is part of the Mobilization team at Hope for New York, reporting to the Director of Communications to 1) Help set and execute communications strategy across the organization 2) Manage and execute marketing campaigns and 2) Develop, manage, and curate content for communications channels including website, digital media, and print material.

PRIMARY RESPONSIBILITIES

Communications Channel Management and Content Creation

- Develop content strategy and oversee the creation across HFNY platforms including website, blog, newsletters, social media, and partner channels
- Manage flagship communications channels including website, email, social media
- Maintain email nurture campaigns and engagement through Pardot
- Keep current with emerging social media and web communication platforms; develop new channels as needed
- Partner closely with external designers to deliver marketing materials across all of our mobilizing programs and initiatives, including collateral, emails, flyers, videos, and landing pages
- Work with external print and mail house to produce printed materials and direct mailings
- Work with Program Team and others to communicate HFNY's impact with affiliates and lessons learned through our work
- Develop and manage editorial calendar
- Assist with preparation of talking points, speeches, presentations and other supporting material as needed

Marketing Campaign Management

- Develop strategic campaigns that 1) communicate and raise awareness around our mission 2) Inspire and mobilize our target audiences to engage with our work
- Manage execution of campaigns, including creating and emails through Pardot, posting to social media, managing mailings, and sending out content to partners
- Produce high-quality short, medium and long-form copy for volunteer, fundraising, and church partner campaigns for multiple channels, including microsite/fundraising pages, campaign-related emails, and social media content



- Work with appropriate vendors to develop campaign-related multimedia, including graphic design, video, photo, and print materials

Partner Church Communication

- Act as collaborator for communication with partner churches, working closely with Church Partnerships team
- Understand and monitor key church partner channels, including church websites, e-mail, bulletins, social media
- Work with Church Partnerships team to develop content for church partners to equip their congregations to serve
- Seek to understand and monitor Church Partner audience in order to craft communication to inspire, engage, and mobilize them

Analytics

- Track and measure HFNY's level of engagement and success with different audiences and platforms over time
- Use Pardot analytics to report on email marketing engagement
- Analyze website traffic using Google Analytics and other tools
- Monitor and track social media activity
- Identify opportunities for improvement and innovation; provide direct feedback/recommendations with the goal to improve response

EXPERIENCE

- Demonstrated commitment to serving the poor and marginalized
- 5+ years working in a marketing or communications role, preferably with two or more years in an agency or non-profit environment
- Bachelor's degree in communication-focused field such as Marketing, Communications, Public Relations, Journalism, or related discipline or equivalent work experience
- Demonstrated experience in Google Analytics, email marketing, SEO, Google Ads, and social media (Instagram, Facebook, Twitter)
- Experience with Salesforce, Pardot, and Drupal CMS. If no experience with these platforms, ability to learn and adapt very quickly
- Experience in managing print production processes
- Experience managing projects with creative partners and vendors, including graphic designers, web developers, photographers, videographers
- Photography and/or videography experience a plus
- Experience working across multiple marketing campaigns, either in-house or at an agency
- Experience managing and executing against an editorial calendar

SKILLS

- Strong project management skills; ability to work on multiple projects simultaneously, set priorities, and meet deadlines
- Highly collaborative
- Strong oral and written communications skills; has demonstrable ability to quickly produce clear, compelling written collateral
- A keen visual eye and familiarity with visual design principles



- Ability to communicate the impact of marketing and communications efforts with data
- Ability to work independently with a high degree of initiative, organization, and attention to detail

OUR CORE VALUES

- **Collaboration** - We work better when we work together. We encourage teamwork, we share goals, and we learn from each other.
- **Excellence** - We are entrusted to do important work so we strive to do our best. We are stewards of the gifts, talents, and resources we have as individuals and as an organization.
- **Growth** - Everyone on our team has been given unique gifts and talents to offer. We are committed to providing opportunities to learn and grow so we can flourish.
- **Passion** - We have Kingdom ambition to catalyze Kingdom renewal. We set big goals because we want to make the biggest impact we can for the poor & marginalized in NYC.
- **Respect** - We share our ideas and listen to the ideas of others. We communicate with humility, candor, respect, and encouragement.
- **Joy** - We nurture a community where there is meaningful work, celebration, appreciation and recognition.

DISCLAIMER

The preceding job description has been designed to describe the general nature and level of work performed by employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of the employee(s) assigned to this job. Other duties may be added, or this job description amended at any time.

To perform this job successfully, an individual must be able to perform the principal duties satisfactorily. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the principal duties of the job, except where to do so would cause an undue hardship on Hope for New York's business operations.

Employment at Hope for New York is at-will, which means that either the employee or Hope for New York can terminate the employment relationship at any time, for any reason, with or without cause or notice. Nothing in this Job Description should be construed to diminish the at-will employment relationship in any manner.