



**Job Title:**

Communications and Marketing Manager

**Description:**

The Communications and Marketing Manager is responsible for creating compelling content that will build and sustain awareness and support for BHH and its programs among internal and external audiences, including for social media, the website, newsletters, email communications, and printed collateral and materials. This role is responsible for developing monthly social media content calendars; creating graphic/photographic and written content; regularly scheduling, posting, and updating content on social media and the website; generating email and printed newsletters; and working with staff to craft collateral materials and email communications for key audiences. The Communications and Marketing Manager serves as liaison for various contract providers i.e. PR, digital marketing, videography, graphic design, etc.

The right candidate will have strong attention to detail and a positive attitude, be able to balance multiple short-term and long-term projects and adjust to changing priorities, and values brainstorming and collaborating with a team.

**Responsibilities:**

- Establishes and manages a marketing/communications team to create and manage content for Boca Helping Hands publications, collateral materials, and other initiatives.
- Develops a comprehensive communications plan and oversees the planning, development and implementation of a marketing, public relations, and communications strategy across multiple channels.
- Engages BHH staff to coordinate communication strategies and activities for the organization, individual departments, and specific programs.
- Operates an agency-style account management function to serve internal departments with marketing/communications support.
- Works with the leadership team and staff to identify internal and external marketing communication opportunities and develop strategies that support solutions.
- Creates and updates content calendars for daily posting on our social networks. Regularly researches social media trends and references BHH archives to strengthen content planning.
- Manages social communication with audiences. Stays apprised of and attends relevant on and off-site BHH events and activities as needed to photograph and document programs, initiatives, and day-to-day operations on social media.
- Creates and maintains content for the website, including service and operational updates, new

blog posts, media clips, program statistics, and campaign and event landing pages. Serves as the primary liaison with BHH's web support provider.

- Plans, organizes, implements, and manages campaigns and activities including advertising, direct marketing (e.g., mailings), digital marketing (e.g., targeted emails, mass e-blasts including monthly e-newsletter, social media), collateral production, and sponsor recognition
- Serves as the media contact, working with team members to prepare messages, conduct interviews, respond to media inquiries, write press releases and pitches to ensure consistent and accurate coverage of the organization's mission, vision, identity, and needs.
- Writes stories and conducts interviews regularly with staff, volunteers, clients, and donors for blogs, monthly e-newsletters, print newsletters, annual report, and social media.
- Procures, oversees, and manages relationships with consultants such as vendors and freelancers (PR agency, digital marketing agency, videographers/photographers, and graphic design).
- Oversees the daily activities of the Communications & Marketing Department including budgeting and planning.
- Creates and updates donation forms for social and web use.
- Responsible for writing and leading design on the annual report and print newsletters.
- Composes and sends out press/media mentions of notable stories to the Board of Directors and leadership team.
- Reports monthly marketing/communications overview (social, email, PR, ads) to Executive Director.
- Plans, develops, and coordinates communication, marketing, and public relations activities for special events.
- Supports Development with in-person event planning and execution (designs/sends out invitations, event promotion, communicate with vendors, designs and prints event materials, day-of logistics, etc.)
- Support Development Team with corporate sponsorship strategy as well as maintain tracking of benefits.

Please go to <https://www.bocahelpinghands.org/job-openings> and submit your resume and application on [LinkedIn](#), or go directly to LinkedIn to apply.

You can also email us a cover letter and resume to our Executive Director Gregory Hazle at [GregoryHazle@bocahelpinghands.org](mailto:GregoryHazle@bocahelpinghands.org)