



# Manager, Communications

<b>Job Title</b>	Manager, Communications and Marketing
<b>Reports to</b>	VP, Fund Development/Communications
<b>Department</b>	Fund Development/Communications
<b>FLSA Status/Classification</b>	Full Time/Exempt/Salaried
<b>Salary Range</b>	\$60K - \$75k

## Job Summary

New Hope Housing, Inc. (NHHI) seeks a positive, confident and results-oriented professional with a service-oriented spirit. The Manager, Communications will help develop, implement and execute marketing, advertising and public relations strategies and tactics to further the mission of the organization. Serving as a key member of the strategic communications team, the Manager will help convey the internal and external messages to increase brand awareness and to support organizational and project development priorities. This position will support the Vice President, Fund Development/Communications (VP). Compensation for this position is commensurate with education and experience.

NHHI is committed to excellence in delivering high-quality Housing + Services and maintaining a legacy of stabilizing and improving lives. The NHHI team is a collaboration of talented, passionate and dedicated individuals who aspire to work the New Hope Way, i.e. having a passionate spirit, servant's heart, and positive attitude. The organization devotes considerable resources to support professional development and actively promotes employee trainings and opportunities for advancement.

## Duties and Responsibilities

### *Communications/Marketing*

- Implement the priorities identified in NHHI's Strategic Plan: Develop a Comprehensive Communications Strategy harmonious with NHHI's brand.
- Oversee content and development of printed materials, website content, social networking sites, public relations and marketing, to ensure an effective, consistent, and visible presence in the community.
- Working with the Fund Development and Communications team, develop and oversee the organization's Communications and Marketing budget.
- Maintain effective internal communications to ensure all relevant NHHI departments are informed of marketing objectives and tactics.
- Create metrics to track the success of marketing efforts and generate required reports to ensure stakeholder satisfaction goals are met.
- Create and maintain materials to support NHHI's fund development strategy, such as but not limited to sponsorship forms, stewardship reports, donor stories, donor recognition, in collaboration with and oversight of the Fund Development and Communications team.

### *Media Relations*

- Identify media opportunities to develop and distribute timely, informative and pertinent press releases, press kits and related materials, supported by follow-up, as necessary.
- Develop and maintain positive reciprocal relationships with media.

#### *Events/Outreach*

- Oversee communications, public relations, and marketing activities related to special events, such as groundbreakings, grand openings, special tours and donor receptions, and coordinate and/or assist with outreach efforts that may include making presentations to community and NHHI staff audiences.
- Staff major events as assigned, which may include weekends and evenings.

#### *Other*

- This job description is not intended to be all inclusive and employee also will perform other reasonably related business duties that may be requested by the CEO or VP.

### **Qualifications**

- Outstanding interpersonal, organizational and analytical skills, coupled with strong written and verbal communication skills.
- Experience with technologies and best practices across multiple platforms (e.g. MailChimp, Constant Contact, HTML, WordPress, Adobe Creative Suite, and Microsoft Office).
- Working knowledge of social media platforms.
- Bachelor's degree in marketing, journalism, public relations or related field.
- 3 - 5 years' proven experience in communications, marketing, public relations or related field.
- Ability to work independently with little supervision.

### **Equipment**

- Duties will require the regular use of telephones, computers, fax machines and calculators.

### **Physical Requirements**

Must have the ability to lift moderately heavy objects up to 10lbs. and perform duties requiring extensive maneuverability and normal strength.

#### **For more information please contact:**

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