Position Title: Marketing Manager

Openhouse is seeking a Marketing Manager with experience and proven success at both developing and implementing a multi-platform marketing campaign. At Openhouse, each marketing campaign is goal driven to support and increase the donor base, volunteer engagement, corporate support and connecting community members to our programs and services.

Organization: Founded in 1998, Openhouse empowers LGBTQ seniors to overcome the unique challenges they face as they age by providing LGBTQ-welcoming housing, high-impact direct services, and innovative community programs. Our work reduces isolation and empowers LGBTQ seniors to improve their overall health, well-being, and economic security. We are a dynamic and entrepreneurial organization with a budget in excess of $3,500,000 and are on the leading edge of the growing field of aging services for LGBTQ elders at the local, state, and national levels.

Position Summary: The ideal candidate will have three to five years of non-profit or related marketing experience. We are looking for both the ability to develop a comprehensive marketing and communications plan and the ability to execute that plan with the Mission Engagement Team, which is comprised of five staff including the Executive Director. Additional skills include design and copy of collateral materials, social media acumen and ability to track and report on key performance indicators.

Duties and Responsibilities:

- Develop multi-platform marketing plan including: printed collaterals, internal and external messaging and social media marketing.
- Ensure external messaging align to our mission.
- Plan and develop annual Impact Report in partnership with the senior leadership team and Mission Engagement staff.
- Manage and create content for communication channels including website, monthly newsletter, social media, staff meetings, philanthropy documents and donor letters.
- Work collaboratively with staff to gather stories, videos, and photos to tell the story of our mission and work.
- Track, measure, analyze communications trends. Complete reports as needed.
- Create and develop a communications calendar for both external and internal communications.
- Other duties as assigned.

Basic job qualifications, knowledge and skills:

- Knowledge and experience developing high impact marketing and communication plan and implementation; experience in key impact indicators to evaluate successes, challenges and opportunities.
- A passion for the work of Openhouse and our mission.
- Team player with strong communication skills critical thinking and a problem solver.
- Demonstrated experience, success, and progressive responsibility in marketing for non-profits or similar organization or agency with a minimum of three-years of experience.
- Demonstrated proficiency in design of both print and social media campaigns.
- Thorough knowledge of English grammar, punctuation, and spelling, and excellent written and oral communications skills in English and a demonstrated proficiency in proofreading and copy editing.
- Strong organizational and planning skills and meticulous attention to detail.
- Ability to set and meet deadlines with high-quality work independently.
- Proficient knowledge of the MS Office Suite (Word, Excel, Powerpoint), Adobe, Issuu, Asana, and Constant Contact.

PHYSICAL REQUIREMENTS: While performing the duties of this job, the employee is regularly required to speak on the phone and face-to-face, be able to hear average audible conversation and receive ordinary information. The employee frequently is required to stand, walk, sit and reach with hands and arm, requiring finger dexterity for typing and frequently repetitive motions using wrists, hands, and fingers. The employee must occasionally perform medium work, which may require stooping and exerting up to 35 pounds of force lifting, carrying, and or packing resources. Specific vision abilities required by this job include close vision and distance vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMPENSATION: Openhouse actively seeks diversity in its staff, and we invite applications from people from a variety of backgrounds. We are searching for candidates of color, candidates in the LGBTQ community, and candidates who identify personally at any part of the incredibly rich gender spectrum. Systemic inequities in hiring have caused women, people of color, LGBTQ folks, and others to apply to jobs only if they meet 100% of the qualifications. Openhouse encourages you to break that statistic and apply, as no one ever meets 100% of the qualifications. We look forward to your application.

TO APPLY:
E-mail cover letter and resume detailing your qualifications and interest as well as a sample portfolio of you work in the position to info@openhouse-sf.org.

Openhouse provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Women, people of color, transgender people, and people with disabilities encouraged to apply. Pursuant to SF Fair Chance Ordinance, we consider qualified applicants with arrest/conviction records.