

# ORGANIZATION: Homeboy Industries

## POSITION TITLE: Marketing Manager

**REPORTS TO:** Director, External Affairs    **SALARY RANGE:** \$45,000 - \$65,000    **BENEFITS:** Full benefits

### DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

The Marketing Manager helps drive and create campaigns for fundraising and social enterprise revenue. This position requires cutting edge marketing knowledge of successful and creative approaches for the profit and non-profit sector.

### ESSENTIAL FUNCTIONS:

#### **Brand and Collateral Management**

- Maintain Homeboy Industries style and brand identity guidelines
- Review print and electronic marketing collateral for quality, brand alignment and messaging consistency
- Manage design, production and distribution of all collateral materials, incorporating approved identity formats, logos, and trademarks, to ensure proper positioning and congruency with Homeboy brand identity and reputation
- Drive brand awareness and brand loyalty through creative promotional and retention programs

#### **Fundraising Support**

- Support resource development efforts with marketing tools to drive pipeline to close
- Assist in online promotions that expand Homeboy Industries' base of financial support

#### **Marketing Communications, Campaigns and Strategy**

- Develop a comprehensive, integrated annual marketing plan, the campaigns, implementation timelines, execution steps, and content requirements
- Coordinate accomplishment of the marketing plan ensuring all deliverables are completed on time, on budget, and to the highest quality
- Manage Homeboy Industries' website and online platforms to facilitate online marketing initiatives, ensuring content is relevant, user focused and current

#### **Project Management**

- Execute crisp execution of projects along with strong cross-team collaboration
- Price projects, negotiate with vendors, and manage vendor deliverables

#### **Team Development / Management**

- Develop and implement a coordinated communications calendar
- Set objectives, establish priorities, and evaluate staff performance
- Manage staff and consultants in connection with large scale events

### QUALIFICATIONS REQUIRED FOR POSITION:

- B.A. and/or 5+ years Marketing experience in the non-profit sector
- Desired knowledge of Adobe Creative Suite, InDesign, Powerpoint, and Keynote and at least 3 years graphic design experience
- Excellent time management, organizational, and writing skills

Email resumes to: [hire@homeboyindustries.org](mailto:hire@homeboyindustries.org)