



## **Marketing and Outreach Manager**

### **Our Mission**

At In My Shoes, through our Core Values of Hospitality, Faith + Works, Empowerment, Wholeness, and Authenticity, we provide a safe, welcoming community for women who are pregnant and homeless or at risk of homelessness. We have become a leading organization in this space in DFW. The ideal candidate must be passionate about our mission.

### **General Responsibilities**

The Marketing and Outreach Manager is responsible for building awareness and maintaining communications through social media, marketing, fundraising events, and volunteer management. Additionally, this role is responsible for innovating and creating the outreach efforts including fostering volunteer relations, developing and implementing marketing plans, and managing and coordinating events. The Marketing and Outreach Manager reports to the Executive Director.

### **Events (~35%)**

- Oversee and implement annual Trivia Night spring fundraiser, anniversary party, Mother's Day picnic, and quarterly outreach events (and other events as needed)
- Act as liaison between Event Committees and Executive Director
- Engage Event Committees by coordinating meetings, delegating roles, ensuring successful execution, and completing debriefs
- Create and implement communication plans to database donors regarding all events to include, emails, event pages, social media posts, and facilitate the writing and sending of thank-you notes
- Develop and coordinate quarterly outreach events, facilitating topic ideation, secure presenters, marketing communications, and presentation technology support
- Disseminate information for events to team members within the organization

### **Marketing (~35%)**

- Lead creative digital and print marketing efforts
  - Website: Maintain, audit, and update website
  - Print: Create, update, source, and maintain inventory of printed materials for marketing and recruiting
  - E-Newsletter: Write, proof, and distribute a monthly email newsletter
  - Blog: Execute blog scheduling and manage the staff writing process



- Social Media: Create social media content to increase social media presence and work to amplify our mission's messaging to increase awareness in coordination with the Administrative Coordinator
- Public Relations: Develop public relations plans and communications in tandem with the Executive Director
- Project Coordination: Meet with staff members to understand marketing needs
- Creative Direction: Work in graphic design sites (e.g. Canva) to create on-brand marketing materials and lead all photography efforts for press, marketing, and events
- Build and maintain vendor lists and relationships as they pertain to marketing and events
- Be present at least two days a week in the maternity home to build relationships with moms and residential staff, gather pictures and stories from around the home, and post updates on social media channels
- Train staff in brand marketing guidelines
- Other duties as assigned

#### **Community Outreach (~30%)**

- Conduct periodic evaluations with volunteers
- Coordinate and organize volunteer onboardings with Core Team Volunteer Coordinator
- Create email communications targeted to volunteers
- Manage the volunteer database and report volunteer metrics
- Work alongside the Core Team Volunteer Coordinator to communicate house needs
- Develop and implement volunteer gratitude practices
- Organize, coordinate, and be actively involved in volunteer events, such as Service Saturday (the third Saturday of each month) and volunteer groups
- Collaborate with the Donor Advisor to deepen donor engagement
- Strategically plan participation in and with community outreach partners
- Other duties as assigned

#### **Professional Qualifications**

- A bachelor's degree
- Communications, public relations, advertising, or marketing background required
- Strong verbal and written communication skills
- Graphic Design and creative direction skills
- Knowledge/comfortability with Canva, Network for Good, DropBox, Microsoft Office, and Google Suite
- Project management skills
- Willingness to work occasional weekends and evenings



- Ability to work in a fast-paced environment and manage multiple priorities simultaneously
- Attention to detail
- Ability to take initiative and work independently
- Commitment to making ethical and responsible business decisions
- Excellent interpersonal, facilitation, and consulting skills. Ability to assess needs, influence, collaborate, deliver, and partner at the most senior levels in the organization

**Key Performance Indicators:**

- Create three social media posts per week on all channels (Linked In, Facebook, Instagram)
- Increase followers by 20% year over year on social media sites
- 80% satisfaction on event management from volunteers, board and staff.
- Trivia Night event ticket sales at 90% of capacity
- All events successfully pre-planned, executed, and evaluated for efficiency
- Maintain 15 active volunteers at a time
- 80% satisfaction on annual volunteer survey and post-orientation volunteer survey

**Benefits:**

- Reimbursement of up to \$300/month for a health insurance plan of your choice (up to \$400 with one dependent, and up to \$500 with two or more dependents)
- Reimbursement of up to \$130/month for mental health counseling
- \$25/month cell phone reimbursement
- Mileage reimbursement for eligible donor-related visits or events
- 15 vacation days per year, plus 9 paid holidays (New Year's Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving (2 days), Christmas Eve and Christmas Day) and 5 sick days (vacation days prorated for partial years of employment)

**Compensation:**

- \$50,000-\$55,000 annual salary

Applicants should send their resume to [Patrick@liveinmyshoes.org](mailto:Patrick@liveinmyshoes.org).