



## JOB OPENING

# Communications Manager

## Position Summary

Street Hope TN is a faith-based nonprofit with a mission to eliminate sexual exploitation and trafficking of children and to provide safe environments to foster healing and hope through Jesus Christ.

Street Hope TN is hiring a full-time Communications Manager.

The Communications Manager is responsible for coordinating and assisting in the development and implementation of the marketing and communications strategies, including aspects of brand management, marketing, print and digital communications. This person will provide project management for Street Hope TN, Garland Oaks and events such as Hope Will Rise.

## Principle Duties

### Core Responsibilities

- Scheduling and managing coordination of marketing campaigns and projects (including print, video, digital, etc.), working with internal staff, freelance designers, photographers, website developers and others, which ensuring each project stays on schedule, on target and on budget
- Ensuring every aspect of communication representing the organization maintains the integrity of the Street Hope TN brand while also ensuring all creative staff/vendors do the same
- Managing and maintaining all social media accounts, including planning, content creation and curation (social media channels include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn and YouTube)
- In cooperation with Community Relations Coordinator, Director of Development and all other departments, project managing and assisting with the communications and promotions of special events including Hope Will Rise, Homeschool Day Out and Trees of Hope
- Along with the Director of Development and other departmental directors, developing strategies and opportunities within the social media and digital marketing plans, especially campaigns driven heavily by social media

### Additional Responsibilities

- Editing and publishing website, blog and email newsletter content
- Tracking, measuring and reporting on effectiveness of social media and digital communication activities through analytics and reporting resources
- Working closely with all departments, serving as a project liaison and developing new ideas to keep the mission effective
- Researching and identifying new communications partners to help promote our services and events
- Attending all staff training sessions and meetings
- Perform other related duties as requested

**Start Date:** TBD

**Hours:** Full-Time / Salary

**Location:** Powell, TN

**Organizational Relationships:**

Director of Development

**Education:** Bachelor's Degree



## **Communications Manager**

### **Education, Experience, Other Qualifications:**

- A. Education and Experience Requirements
  - Bachelor's degree in Marketing, Communications, Journalism, Public Relations or related field
  - 2+ years of professional experience, preferably working in a nonprofit environment that includes fundraising OR in a marketing/PR agency working with nonprofit clients
- B. Required Skills
  - Ability to work independently and as a team member, managing multiple priorities
  - Detail-oriented with the ability to prioritize and execute multiple projects within deadlines; self-motivated and ability to hold yourself accountable for your work
  - Excellent writing skills and command of English grammar, with the ability to compose, edit and proofread materials
  - Excellent and professional presentation skills
  - Demonstrated proficiency with social media campaigns
  - An eye for quality graphic design and professional presentation of marketing materials
  - Ability to work in a fast-paced environment and react with quick turnaround
  - Ability to occasionally work a flexible schedule for events taking place on evenings or weekends
  - Proficiency in WordPress, Microsoft Office and knowledge of Google products and tools
- C. Preferred Skills
  - Professional experience in a project management role or environment
  - Knowledge of AP Style
  - Excellent and professional public speaking skills
  - Demonstrated proficiency with online cause fundraising
  - Proficiency and knowledge of Adobe software such as InDesign, Illustrator, Photoshop and Acrobat
  - Graphic design skills and experience not required but helpful
- C. Spiritual
  - Deep faith in and abiding walk with Christ, understanding of Biblical principles and of the hope, healing, and redemptive work of Christ
  - Agreement with and adherence to our Statement of Faith (The Lausanne Covenant)



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D. Other

- Must possess a valid driver's license and have reliable transportation with the ability to produce evidence of auto insurance coverage
- Must meet criminal and local background check requirements

This job description in no way implies that the duties listed are the only ones the employee will be required to perform. The employee may be expected to perform other tasks, projects, and training as requested by his or her supervisor.

Please include cover letter with resume and apply at [www.streethopetn.org/careers](http://www.streethopetn.org/careers).