



FAMILY HOUSE

Job Description

POSITION: Manager of Marketing and Special Events
STATUS: Full-Time, Exempt
REPORTS TO: Director of Development

Family House (FH) provides affordable and welcoming accommodations to patients and families coming to Pittsburgh for medical care. Annually, more than 20,000 guests seek FH services from across Pennsylvania, the country, and the world.

GENERAL SUMMARY: The FH Development Department seeks a proactive team member to join in sustaining its essential mission through fundraising, development, communications, and special projects. The Manager of Marketing and Special Events has a wide range of responsibilities that include but are not limited to: planning and implementing two annual special events; creating and deploying two annual appeals and newsletters; crafting the organization's social media and web presence; managing and developing marketing pieces across all FH departments; managing media relations, including writing news releases; and facilitating the FH brand identity. The Manager also maintains an awareness of the FH Guest Standards and applies them when the opportunity arises. Salary ranges between \$45,000 - \$55,000 based on demonstrated experience.

RESPONSIBILITIES:

- 1) **Development.** In collaboration with the Senior Director of Development and the Director of Development, implement the annual FH Development plan, including:
 - Plan and execute annual FH Polo and Gala events that meet or exceed budgeted goals.
 - Coordinate the FH Polo and Gala volunteer planning committees and external event planning contractors.
 - Adhere to a timeline for securing sponsorships and in-kind gifts, scheduling vendors, contractors, caterers, and marketing for each event.
 - Coordinate and distribute two annual appeal solicitations and newsletters through email and direct mail.
 - Work with the Director of Development to proofread foundation grants and reports, donor acknowledgments, and other fundraising communication materials.
 - Exhibit a service orientation toward FH donors and volunteers.
 - Maintain accurate donor and prospect data in FH's Salsa CRM database.

- 2) **Communications.** As a member of the Senior Leadership Team, work with team members to create and implement Family House's external communications plan, including:
 - Design and develop copy for newsletters (digital and direct mail), donor appeals (digital and direct mail), and other marketing materials, including, but not limited to donor menus, hospital brochures, fact sheets, news releases, etc.
 - Develop all communications relative to events, including invitation, sponsor packets, special media, email campaigns, and signage.
 - Create and implement a social media plan for the organization across Facebook, Instagram, and LinkedIn.
 - Work with a graphic designer to develop annual and other fundraising appeals, special campaign themes, messages, and designs.

- Maintain inventory, sales, and ordering of Family House merchandise with promotional item vendors.
- Generate and coordinate media interest; initiate contact with target media, maintain media list.
- Serve as lead contact for graphic designer, printer, and any outside videography.
- Create and update content for WordPress website.
- Adhere to the Family House Writing and Style Guides for brand continuity.

ADDITIONAL RESPONSIBILITIES:

- Recruit, train, supervise, and evaluate department intern(s).
- Generate reports as needed for updates, mailings, progress reporting, and analysis.

SPECIAL SKILLS AND ABILITIES REQUIRED:

- Strong written and oral communications, including familiarity with business writing standards and proper grammar.
- Proven success in managing and prioritizing a variety of concurrent assignments while maintaining strict attention to details and deadlines.
- Proficiency with social media and online best practices.
- Self-motivated and able to work collaboratively with a team or independently.
- Strong leadership and interpersonal skills.
- Able to effectively communicate with a wide range of individuals and constituencies in a diverse community.

KNOWLEDGE AND PRACTICAL EXPERIENCE REQUIRED:

- Bachelor's degree.
- The preferred candidate will have at least three years' experience working in development and/or non-profit marketing and communications and have an understanding on development or fundraising fundamentals.
- Proficient in utilizing software packages and programs, including Microsoft Word, Excel, and PowerPoint, as well as design software (e.g. Adobe Creative Suite) social media (Facebook, Instagram, LinkedIn) and online search engines. Familiarity with WordPress, Canva, and the Salsa CRM fundraising database a plus.

PHYSICAL REQUIREMENTS:

- Endurance and ability to stand, walk, climb, and position oneself in order to set up for, carry out, and disassemble special events or to conduct other marketing activities.
- Ability to lift/carry up to 25 pounds.
- Ability to perform outdoor work duties despite seasonal weather conditions.

Interested applicants should send resume and cover letter to Mary Jo McCartney at
 mmccartney@familyhouse.org

NOTE: The above statements are intended to describe the general nature and level of the work being performed by people assigned to this position. This is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position.