

We are Good+Foundation.

MARKETING & COMMUNICATIONS MANAGER

POSITION SUMMARY

Founded in 2001, Good+Foundation is a leading national nonprofit, with offices in New York City and Los Angeles, that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for underresourced fathers, mothers and caregivers, creating an upward trajectory for the whole family.

In 2010, Good+ expanded programming to intentionally include fathers, because the more we invest in fathers, the greater impact we see on children and families. Our Training Academy helps new social workers and other direct service providers address their implicit biases and increase father engagement in their outreach. Additionally, we've become active in the policy arena through our partnership with Ascend at the Aspen Institute to reform the outdated child support system.

Reporting to the Vice President of Development, the Marketing and Communications Manager will be datainformed and take a leading role in developing a long-term media strategy and performance metrics for a suite of marcomms that includes social media, website, fundraising assets, donor and board reports, prepared remarks, video, and earned media. The MarComms Manager will be attuned to giving equal weight to Good+Foundation's mission, impact, and thought leadership while fulfilling branding and marketing deliverables for our corporate product donors. The Manager will oversee the work of the Social Media and Marketing Coordinator, whose responsibilities include executing on the organization's social media and email marketing operations as well as handling website updates and assisting design requests. The Manager serves cross-functionally, and the position is critical to meeting the overall financial and external-relations goals of the organization. The Marketing and Communications Manager can expect to take the lead when appropriate pop-up opportunities arise for product drives and media placement (examples: infant formula shortage, diaper tax activism, etc.).

The Marketing and Communications Manager will have duties related to interfacing with PR and publicity consultants for high-profile fundraising and branding events. Further, in consultation with the VP, Development, s/he/they will provide and uphold standards for internal- and external-facing communications as well as the pipeline for marketing and communications projects. As Good+ moves towards a renewed Strategic Planning process, the Marketing and Communications Manager will be a thought partner to the VP, Development and other members of the leadership team.

PRIMARY RESPONSIBILITIES

- Oversee the work and portfolio of the Social Media and Marketing Coordinator who is responsible for the organization's website, social media, and online giving campaigns, among other duties
- Oversee all marketing materials produced by the internal team and outside designers, including video producers, to ensure consistent branding and messaging and address brand breakdowns in real time
- Establish practices and accountability measures for ideating and fulfilling internal and external media and communications requests
- Supervise an external PR team, as needed, to develop messaging for events as well as brand and thought-leadership positioning
- Ensure that social media and marketing opportunities are weighed against engagement metrics and open rates

- Develop marketing and communications strategy that positions Good+ in the national conversation about poverty eradication and father engagement
- Support Social Media and Marketing Coordinator to provide graphic design elements
- Provide support for and/or write press releases, talking points, and marketing copy, as needed
- Take the lead on longer-form pieces including the annual report

ESSENTIAL REQUIREMENTS/EXPERIENCE

- 3-5 years experience managing communications or marketing projects and staff
- 5-6 years professional experience managing social media accounts for an organization, company, or brand
- Familiarity with video production
- Experience with website management with a focus on user experience
- Familiarity with fundraising communications
- Exceptional skills in copy-editing and setting copy standards
- Proficiency with Microsoft Office Suite and social media tools
- Graphic design experience using Adobe Suite, Canva, or other design software
- Proven sensitivity to written and spoken voice in preparing remarks for public-facing events
- Knowledge of email marketing platforms and best practices
- Ability to multitask and manage multiple projects, timelines, and deadlines
- Commitment to DEI

SALARY: \$75,000-80,000 + generous benefits package that includes health insurance, 403(b) retirement, 14 paid holidays and paid sick, personal and vacation time

To apply: Please send a resume, cover letter, and one professional writing sample to hr@goodplusfoundation.org. Please write "Marketing and Communications Manager Applicant" in the subject line.

The Marketing and Communications Manager will be required to be on site approximately 3 days/week at our NY office, located in Manhattan's Garment District and should anticipate future changes to the in-office requirement.