

Good+Foundation

MARKETING & COMMUNICATIONS MANAGER

POSITION SUMMARY

Good+Foundation is a leading national non-profit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers, and caregivers, creating an upward trajectory for the whole family. The organization partners with a national network of vetted social service programs to pair goods – such as cribs, car seats and diapers – with counseling, health services, employment assistance, financial literacy, co-parenting classes and more. Central to our model is our commitment to support non-custodial and formerly incarcerated fathers. We do this to address one of the root causes of generational poverty: father absence. By giving fathers tools, confidence, and opportunities to re-engage with their families, Good+ is improving outcomes for children and families.

In recent years, Good+Foundation added microgrants to its in-kind donation model. This cash assistance, totaling nearly \$900,000 to date, helps parents cover the cost of groceries, rent, medical expenses and other essentials.

Our systems change model is exemplified by the Good+Foundation Training Academy, which provides technical assistance and education to social workers, home visitors, and other frontline workers. Training topics range from Father Engagement and Encouraging Healthy Co-Parenting to Addressing Implicit Bias in Child Welfare. Taken as whole, Good+Foundation initiatives address key systems and barriers that lead to generational poverty.

With operations in New York City and Los Angeles, Good+Foundation has provided more than \$90 million worth of essential goods across the country since 2001.

Reporting to the Vice President of Development, the Marketing and Communications Manager will be data-informed and collaborate with the VP to develop 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. This position is a great opportunity for marketing and communications professionals who are seeking greater responsibility and want to step up to a managerial role. 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 collaborating 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.

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
- In collaboration with VP of Development, manage 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
- Support 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 (examples include the annual report, corporate decks, etc.)

ESSENTIAL REQUIREMENTS/EXPERIENCE

- 3-5 years professional experience managing communications or marketing projects, including 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: \$80,000-85,000 + generous benefits package that includes health insurance, 403(b) retirement, 14 paid holidays and paid sick, personal and vacation time

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.