

## Samaritan Ministries Job Description

### Marketing Manager

Line of Authority: **Reports to Development Director**

Guiding Principle: **To uphold and strengthen the Christian purpose and mission of Samaritan Ministries in performing the duties of marketing manager.**

<b>Primary Function of Position: Provide leadership for all marketing activities. Develop and execute plans to meet annual development and marketing goals to promote awareness of Samaritan’s mission.</b>	
<b>10%</b>	<p><b>Major Duty: Establish annual goals in support of Development and Marketing Plans.</b></p> <p>Establish annual marketing goals and tactics to support agency fundraising, volunteer program management and in-kind donations. Develop communication strategies for all Samaritan constituents, including individuals, churches, corporations, civic clubs, and others. Meet Samaritan guests and volunteers on a regular basis to develop emotional and engaging stories about the Ministry.</p>
<b>25%</b>	<p><b>Major Duty: Plan and execute special events.</b></p> <p>Develop communication plans (advertising, marketing, follow up materials) for all special events. Assist development director and committees in planning and executing all events. Execute strategies to meet development goals for each event.</p>
<b>25%</b>	<p><b>Major Duty: Plan and develop all marketing materials.</b></p> <p>Manage production of all marketing materials, including print, video and display materials. Develop story ideas, write, edit and coordinate publication/ mailing of paper newsletter 3x/year. Serve as media liaison and manage production and distribution of press releases. Develop donor communication plans, including messaging for appeals, acknowledgements and talking points. Write letters and other materials as needed. Recruit and manage relationships with external design resources, including donated services.</p>
<b>25%</b>	<p><b>Major Duty: Speak in public to promote the mission and vision of Samaritan Ministries.</b></p> <p>Procure speaking engagements through churches, civic clubs, businesses and other organizations. Coordinate the appropriate Ministry representative to speak in public, as well as make presentations and recruit others to speak on behalf of Samaritan. Conduct tours and write speeches. Participate in church mission fairs and other volunteer recruitment efforts as needed. Network in the community to promote Samaritan’s mission and needs.</p>
<b>15%</b>	<p><b>Major Duty: Serve as point person for all social media platforms and website maintenance.</b></p> <p>Develop and maintain Samaritan Ministries’ website. Ensure that Samaritan is represented appropriately through social media networks such as Facebook and Instagram. Manage content and deployment of all social media posts, stories and engagement with followers. Track analytics to continue growing the platforms. Develop story ideas, write and publish Samaritan’s e-newsletter monthly.</p>

Status: Salaried, Exempt

Qualifications: College degree or equivalent work experience; minimum of 2 years development, marketing, and/or public relations experience in the non-profit field. Excellent written and oral communications skills, as well as strong project management skills. Proficient across all social media platforms, MS word, Excel and PowerPoint, and various email marketing platforms.

Experience with Google sheets, desktop publishing, word press website management, graphic design a plus.

Work Schedule: 40 hours per week; flex day, evening and weekend hours as needed. Required attendance at all Samaritan special events, as well as Volunteer Appreciation event.