

Samaritan Ministries Job Description

Marketing Manager

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

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

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.	
10%	<p>Major Duty: Establish annual goals in support of Development and Marketing Plans.</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 regularly to develop emotional and engaging stories about the Ministry.</p>
25%	<p>Major Duty: Plan and execute special events.</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>
30%	<p>Major Duty: Plan and develop all marketing materials.</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, acknowledgments, and talking points. Write letters and other materials as needed. Recruit and manage relationships with external design resources, including donated services.</p>
10%	<p>Major Duty: Speak in public to promote the mission and vision of Samaritan Ministries.</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>
15%	<p>Major Duty: Serve as point person for all social media platforms and website maintenance.</p> <p>Develop and maintain Samaritan Ministries’ website. Ensure that Samaritan is represented appropriately through social media networks such as Facebook, Instagram, Twitter, and LinkedIn. 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 of development, marketing, and/or public relations experience in the non-profit field. Excellent written and oral communication 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, WordPress, website management, and graphic design is a plus.

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

Benefit Outline for Samaritan Ministries

Vacation

- 1-2 years - 2 weeks
- 3-6 years - 3 weeks
- 7+ years - 4 weeks

Sick/personal days - 10 days per year

Holidays – 9 paid holidays (anticipate adding a 10th this year):

New Year's Day, MLK Day, Good Friday, Memorial Day, Juneteenth, July 4th, Labor Day, Thanksgiving Day, Christmas Day, Floating Holiday (employee's choice with supervisor approval)

Health and Dental Insurance

- Blue Cross/Blue Shield
- Short-term disability

Life insurance - \$25,000 (35% age 65, 50% age 70)

Retirement - 403b plan managed currently by Principal Financial.

- Employees can contribute at any time.
- Employer contribution begins at 2 years of service. It is not a match. Samaritan has been contributing 6% of earnings for the last 7 years.

Flex time for development team members working on special events on weekends and evenings.