

Know someone who's looking for a Communications and Marketing Manager Opportunity?

The Position:

Communications and Marketing Manager

Partnership for Strong Communities, Hartford, CT

What We Offer:

Partnership for Strong Communities offers work schedule flexibility including possible remote work opportunity, an attractive salary, a competitive benefits package, and work-life balance.

The Organization and Our Work:

Founded in 2004, Partnership for Strong Communities (PSC) is dedicated to ensuring everyone in Connecticut has a safe, stable home that is affordable to them in an equitable community of their choice where they can thrive. PSC leads advocacy, advances original research, and brings together the coalitions needed to drive systemic change toward our shared vision.

PSC is committed to housing equity. As such, we are dedicated to working to address the long-standing race-based barriers and policies that have created inequalities in housing policies and resources allocation in our community.

Compensation, Values & Benefits:

Expected Salary: \$65,000-\$75,000

Flexible work schedule and remote work location position structures will be considered.

Partnership for Strong Communities deeply values work-life balance and offers a competitive benefits package.

We seek to grow and nurture a diverse and talented workforce with regular opportunities for professional development. We are an inclusive, collegial, dedicated group.

Position Description:

PSC is seeking a full time Communications and Marketing Manager to join our team. Reporting to the Policy Director, the Marketing and Communications Manager is responsible for planning and executing the day-to-day marketing, communications, and public relations for the organization. The ideal candidate has strong skills in communications, public relations, and marketing for nonprofit organizations. They will be a strategic thinker who executes with creativity and flexibility, adapting their approach and tactics with changing situations. The ideal candidate will have a passion for using communications to further positive social change, and a willingness to dig-in on housing policy. They will enjoy working independently and within a small team environment and have a commitment to treating others with kindness and respect.

Essential Job Functions:

- Lead the development and implementation of a comprehensive marketing and communications strategy in alignment with PSC strategic goals and alongside Policy Director and Partnership staff.

- Create and/or assist in the creation and distribution of cohesive and effective content for Partnership media channels including web, publications, fundraising collateral, marketing, and outreach materials (may include but not limited to blogs, newsletters, annual reports, fundraising collateral, event marketing, policy and research briefs, infographics, etc.)
- Work with staff to plan and execute creative communications and digital marketing around key initiatives, events, report releases, etc. Utilize multi-media story telling tools to advance understanding and support of PSC's mission.
- Track, analyze, and synthesize news around housing and homelessness policy, primarily in Connecticut. Coordinate and develop PSC messaging alongside and in response.
- Support and participate in PSC legislative advocacy efforts, including coordinating messaging, writing, and distributing press releases, action alerts, etc. as necessary.
- Respond to and/or triage media requests for PSC leadership staff.
- Lead public relations efforts, including maintaining press release contact lists and other segmented lists, ensuring relevant media contacts, influencers, legislators, and audiences are accounted for.
- Oversee and maintain the website, working with staff to make the best use of the platform and ensure information is up to date.
- Manage PSC's social media presence, including updating PSC's social media tools, maintaining social media guidelines and strategies, and increasing interaction.
- Maintain analytics and metrics accounts for PSC website properties, social media channels, newsletters, and other PSC 3rd party platforms. Create and distribute reports as requested by the Director or senior staff.
- Provide direction and support on branding and consistently evaluate existing content for improvements and execute new content in alignment with the organization's voice. Manage templates and materials for staff use with branding consistent with PSC's look and voice.
- Upon request, assist in the creation of materials to support development initiatives including donor and sponsor letters, sponsorship materials, donor follow-up/cultivation communications, grant or funding applications, etc.
- Support and when appropriate lead PSC special event design, planning, execution, and promotion.
- Assist in Lyceum rental marketing including but not limited to copy, collateral, content, and digital property management.
- Recruit and manage communications, research, and marketing interns where appropriate.

Qualifications:

- Must possess personal qualities of integrity, credibility, and have a strong commitment to racial and social justice, and the mission of Partnership for Strong Communities.
- Exceptional verbal and written communication skills, including the ability to quickly produce high quality written content. Public policy and persuasive writing experience a plus.
- Demonstrated experience producing poignant, digestible content, including the ability to distill complex policy concepts into narratives that are understandable to target audiences. Ability to

communicate clearly and simply, coupled with a strong creative sensibility and judgement regarding leverageable news and information.

- Experience working with Connecticut local and statewide press and other forms of media (radio, podcasts, etc.) a plus. Ability to create and manage media opportunities.
- Experience with website development, upkeep and/or use of website content management systems. Drupal experience a plus.
- Proficiency in Congress Plus and Salesforce, or willingness to learn.
- Bachelor's or master's degree in Communications, Journalism, Digital Media, Marketing, Public Policy or related field is preferred but not required.
- Proficiency in Microsoft Office Products (Word, Excel, PowerPoint, Publisher), and 365 Suite (Outlook, SharePoint, Teams, Microsoft Project).
- Proficiency in Adobe Creative Suite, Dreamweaver, InDesign, Fireworks, Illustrator, Photoshop, and/or Premier Pro, or similar design products a plus.
- Technological proficiency with audio visual products (teleconferencing systems, LCD projectors, sound systems, digital video recorders) a plus.
- Ability to work both independently and collegially in a small dynamic team environment with a high level of autonomy and flexibility.
- Ability to think critically about workflow to ensure best and most efficient practices. Attention to detail is a must.

Additional Information:

PSC is located in Hartford, CT. Remote candidates will be considered. Anticipated start date: Fall, 2021.

Posted Date:

August 16, 2021

Application Deadline:

September 15, 2021, early submissions are encouraged.

How to Apply:

Applications will be accepted through September 15, 2021, and early submissions are encouraged. Please send application materials (resume and cover letter) to janep@pschousing.org

Partnership for Strong Communities is an equal opportunity (EEO) employer. We celebrate diversity and are committed to creating an inclusive environment for all.