



## POSITION DESCRIPTION

**POSITION TITLE:** Manager of Marketing and Communications

**REPORTS TO:** Director of Development/Executive Director

**DEPARTMENT:** Development/Administration

**CLASSIFICATION:** Full-Time/Exempt

### **POSITION SUMMARY:**

The Marketing and Communications Manager leads Lazarus House Ministries' (LHM) internal and external marketing and communications and will strategize to increase awareness, engagement, and philanthropic support. This role is both strategic and hands-on, responsible for planning and executing marketing initiatives, managing digital and print communications, and ensuring consistent messaging across all channels. The ideal candidate is a skilled storyteller who can translate mission and impact into compelling communications for donors, partners, clients, and the broader community, not only in Lawrence, but the Merrimack Valley and Greater Boston.

### **KEY RESPONSIBILITIES:**

#### *Digital & Content Marketing*

- Manage the LHM website, including content updates, basic SEO, and coordination with external vendors as needed.
- Oversee all social media strategy and day-to-day execution across relevant platforms.
- Create and manage email marketing campaigns (e.g., newsletters, appeals, event promotions, annual report, staff newsletter).
- Track and analyze digital performance metrics and adjust strategies accordingly.
- Create and maintain an organized library of photos, videos, and publications including current and historical MARCOM materials.
- Stay abreast of local and national MARCOM trends and industry recognition days and events as well as traditional and emerging social media communications opportunities and platforms.

#### *Fundraising & Development Communications*

- Partner with the development team to support fundraising campaigns, donor stewardship, and events.
- Produce donor-facing materials including appeals, impact reports, case statements, and annual reports.
- Support grant communications as needed (e.g., narratives, reports, collateral).

### *Organizational Communications*

- Partner with program and other LHM staff in various departments on a regular basis to gain knowledge of program goals, updates and stories to produce and post impactful LHM development, program-related and other organizational communications and messaging.
- Learn “the voice” of the Executive Director to appropriately produce and disseminate communications materials from Executive Director’s point of view.
- Inform and instruct all staff on LHM branding expectations and guidelines.

### *Strategy & Brand Management*

- Develop and implement an annual marketing and communications plan that is aligned with LHM’s mission as well as organizational and fundraising goals.
- Serve as brand steward, ensuring consistent voice and visual identity across all internal and external communications.
- Collaborate with LHM staff, including the Executive Director and program staff, to identify key messages, stories, and priorities.
- Update and maintain Marketing and Communications (MARCOM) Guidelines Manual as needed.

### *Collateral & Creative Production*

- Develop and project manage all communication marketing materials such as brochures, flyers, presentations, and signage including negotiating and working with outside vendors for any organizational printing needs.
- Support all AV needs by producing videography, photography, design and/or coordinate with freelance designers, photographers, videographers, or agencies as needed.
- Ensure timely production and quality control of all materials.

### *Media & Public Relations*

- Manage and expand media relations, including press releases, media pitches, and interview coordination.
- Cultivate relationships with local media outlets to enhance LHM’s visibility in the community.
- Serve as a point of contact for internal and external communications inquiries.
- Manage and maintain an organized library of organizational photos and videos.
- Identify opportunities for thought leadership, community visibility, and partnerships.

### **QUALIFICATIONS:**

- Bachelor’s degree in marketing, communications, journalism, digital media, or a related field.
- 3-6 years of experience in marketing and communications, preferably at a nonprofit or mission-driven organization.
- Exceptional writing and editing skills for a wide range of audiences.
- Ability to manage projects through phases including initiation, planning, execution, monitoring, control and closing is highly desirable.
- Proficiency with utilizing programs such as Adobe Design Suite (InDesign, Photoshop, Illustrator), Canva, AI programs, as well as Microsoft Office (Word, Excel, PowerPoint, Outlook), Constant Contact, and WordPress in a business environment.

- Experience producing content and managing social media platforms such as Facebook, Instagram, LinkedIn, Tik Tok, YouTube, and other social networks.
- Ability to manage multiple projects simultaneously and independently and meet deadlines.
- Familiarity with SEO, Google Analytics, and online marketing strategies.
- Experience with video production and content creation for storytelling.
- Excellent organizational skills with great attention to detail.
- Ability to work well effectively and efficiently both individually and as well to collaborate in a team-oriented environment.
- Experience working with volunteers, particularly those on development-related committees and at the board level.
- Verbal and written conversational ability in both English and Spanish is desirable.

**PHYSICAL REQUIREMENTS:**

The information described here includes but is not necessarily limited to the general physical requirements, demands and/or working conditions that an employee is likely to encounter at Lazarus House, Inc. You must be able to handle or possess the ability to meet the following:

- Ability to communicate verbally and in written format so that others understand.
- Ability to move intermittently throughout the workday.
- Remain in a stationary position 60% or more of the time.
- Eye-hand coordination and manual dexterity to operate equipment pertinent to your position such as a computer and other office productivity machinery such as a telephone, printer and photocopier.
- Lifting, moving, and carrying up to 25 pounds consistently and up to 50 pounds on an occasional basis.
- Must possess sight/hearing/speech senses or use prosthetics that will enable these senses to function adequately so that the requirements of this position can be fully met.
- Must be able to travel from building to building within LHM as well as to external locations.
- Interact effectively with staff, donors, volunteers, benefactors, Guests and the general public.
- Must be able travel to assist in set-up and attend LHM and collateral events as need that may occur during evenings or on weekends.

***This position description in no way implies that these are the only duties to be performed by the employee occupying this position. The fundamental job requirements are included as are the essential job functions. Employees will be required to perform other job-related duties assigned. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***

I acknowledge that I have read and understand this position description. I agree to adhere to the position description as set forth herein. I understand that any performance evaluation will include feedback on how well I perform the duties as specified above.

\_\_\_\_\_  
(Employee Signature)

\_\_\_\_\_  
(Date)