



# YouthHope

## Brand & Marketing Manager

### **Job Description**

The YouthHope Brand & Marketing Manager will lead strategic marketing and communications efforts that elevate awareness, deepen community engagement, and advance YouthHope's mission. This role is responsible for shaping a cohesive brand presence across digital, print, events, donor communications, and community partnerships while building authentic relationships that inspire action and support.

### **Key Responsibilities**

#### **Mission-Driven Communications**

- Strengthen and steward YouthHope's brand across all communication channels.
- Develop and execute integrated marketing and communication strategies.
- Maintain a strategic communications calendar to support campaigns, events, fundraising initiatives, and ministry outreach.
- Create compelling written and visual content—including graphic design, newsletters, fundraising appeals, social media campaigns, video, and donor communications.

#### **Brand Activation & Creative Production**

- Lead the development of branded merchandise, apparel, outreach booths, signage, and promotional materials that create engaging and memorable community experiences.
- Ensure all branded products and event materials reflect a cohesive visual identity and effectively communicate YouthHope's mission and impact.

#### **Digital Marketing & Engagement**

- Lead digital marketing initiatives including website optimization, SEO, email marketing, fundraising platforms, social media, and digital advertising.
- Manage and grow YouthHope's social media presence through consistent, mission-driven storytelling across multiple platforms.
- Oversee website updates and user experience improvements to increase awareness, engagement, and conversion.
- Implement audience growth and engagement strategies across all digital platforms.

#### **Community Relations & Public Engagement**

- Represent YouthHope through community events, partnerships, speaking opportunities, and public relations efforts.
- Coordinate external marketing opportunities including media coverage, advertising campaigns, and promotional initiatives.
- Support sponsorship development and community partnerships through strategic communication, branded marketing materials, and relationship stewardship.

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- Coordinate sponsor recognition across events, campaigns, digital platforms, and promotional materials.
- Help cultivate corporate, church, and community partnerships that advance YouthHope's mission and outreach efforts.
- Connect families, donors, volunteers, churches, partner organizations, and community members to YouthHope's mission and impact.

## **Analytics & Growth**

- Monitor marketing performance metrics and provide insights to improve reach, engagement, and effectiveness.
- Conduct A/B testing and evaluate campaign performance across email, social media, and digital communications.
- Support donor communication and stewardship strategies through segmentation, automation, and targeted outreach.

## **Qualifications**

- Committed Christian with a passion for urban ministry and YouthHope's mission.
- Creative, self-motivated, and highly organized.
- Strong communication, storytelling, and relationship-building skills.
- Experience in marketing, communications, branding, digital media, or related fields preferred.
- Ability to manage multiple projects and execute strategic initiatives effectively.
- Active involvement in a local Christian church.
- Willingness to participate in ministry support raising.
- Photography and videography experience preferred.

## **Organizational Support & Development**

- Ongoing leadership coaching and mentorship.
- Training and guidance in ministry partnership development and support raising.
- Collaborative and mission-driven team environment.
- Professional development opportunities including conferences, workshops, and continuing education.
- Creative ownership and opportunities for innovation.
- Spiritual encouragement, prayer, and team development.
- Marketing tools, resources, and technology support provided.
- Opportunities for growth in leadership, communication, and ministry impact.

## **Benefits & Perks**

- Opportunity to make a lasting impact in the lives of at-risk youth and families.
- Flexible and community-centered work environment.
- Paid holidays and time off.
- Flexible hours and working location.
- Love Offering Bonus.
- Health Insurance.
- 403(B) Retirement Savings Match.