



Job Title: Marketing & Communications Manager

Status: Full Time/ Exempt

Department: Marketing and Communications

Location: New York, New York

Reports to: Chief Operating Officer

Updated: March 2025

Job Summary

The Marketing and Communications Manager is responsible for ensuring positive visibility and clear internal and external communications for the organization. The Manager will approach this work by helping to build and execute a strategic marketing and communications plan with such goals as increased public understanding of the organization's mission, enhanced brand recognition, expanded donor recruitment/revenue generation, and improved clarity of communications with stakeholders such as donors, grantees, community leaders, and local media. The Marketing and Communications Manager is also responsible for Public Relations messaging and planning.

Duties and Responsibilities:

- Together with the executive team, create and execute a marketing and communications plan and branding strategy.
- Advance CHCF's strategic goals and support developments outreach
- Transition marketing assets to be more personal, compelling, emotionally evocative, persuasive, and dynamic for multiple audiences
- Deepen communications that are inclusive of our community and focus on our core programming and mission
- Author and/or oversee copywriting for media placements
- Implement new strategies with social media and online marketing
- Coordinate and supervise the creation of all organizational print and electronic communications, including annual reports, one pager's, press releases, etc.
- Oversee event planning and execution, to include the production of events, conceptualization of events calendar, invitation design, venue logistics, run of show, event materials, etc.
- Oversee the CHCF website and social media feeds, ensuring that the information is timely
- Manage & Coordinate consortium partner network marketing
- Ensure that materials are well-written and reflect highest quality communications
- Seek out speaking & media opportunities for the President and program staff
- Create compelling communications and digital content that will increase volunteer and donor engagement and build community support for CHCF's grassroots efforts
- Establish press & media relationships
- Performs other related duties





Qualifications and Skills

- Bachelor's Degree required (in Marketing or Communications, preferred)
- A minimum of 4 years related experience, preferably non-profit experience in a leadership role.
- Attention to detail, punctual and prolific communicator/storyteller.
- Experience in press releases, fundraising letters, and appeals.
- Exceptional interpersonal, verbal, and writing skills
- Strategic orientation to marketing and communication
- Knowledge of print and electronic media production
- Proficiency with Microsoft Office, Google Workspace, WordPress, Salesforce, Canva, Adobe, MailChimp, all social media platforms, and other related tools; knowledge of search engine optimization and Google Analytics a plus.
- Natural collaborator and team-player
- Manner and persona that is upbeat, positive, and cool under pressure
- Demonstrates a high level of organization and ability to multi-task
- Must be professional, hard-working, and have excellent time management skills.
- Self-starter with a passion for our community and for improving the lives of others
- Graphic design experience
- Management experience
- Photography a plus
- Ability to travel as needed

Salary: \$80,000.00

CHCF offers a comprehensive employee benefits package.

CHCF is an equal opportunity employer and is committed to maintaining a work and learning environment free from discrimination on the basis of race, color, religion, national origin, pregnancy, gender identity, sexual orientation, marital/civil union status, ancestry, place of birth, age, citizenship status, veteran status, political affiliation, genetic information or disability, as defined and required by state and federal laws.



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