



MARKETING COMMUNICATIONS MANAGER

About the agency. Women's Center & Shelter of Greater Pittsburgh (WC&S) is a comprehensive domestic violence program serving individuals impacted by domestic violence and facilitating an intervention and education program to people who use abuse. We are advocates, grounded in fostering a community of safety, healing, and empowerment for anyone affected by domestic violence. Our mission is to strengthen our ability to meet the individual and evolving needs of those affected by domestic violence by investing in the growth of our people, deepening community engagement, and amplifying the voices of all survivors. All staff learn about and support the organization's mission, vision, and values. In addition, the principles of the Sanctuary Model (a model for prioritizing victims' needs and promoting safety and recovery from adversity) and continuous improvement infuse all aspects of the organization.

About the role. As the Marketing Communications Manager, you will be responsible for developing and executing integrated marketing, public relations, social media, and communications strategies and plans that advance the organization's mission, increase community awareness, strengthen brand equity, and support fundraising, advocacy, and programmatic efforts.

This role provides you with the opportunity to showcase your marketing, public relations, storytelling, fundraising, and supervisory skills, and the ability to contribute to the organization's mission in a variety of ways. The successful candidate will have at least five (5) years of relevant experience in marketing/communications, with a focus on digital marketing, be highly organized, flexible, and a strategic thinker. If you are comfortable in a dynamic role within the nonprofit sector and are passionate about supporting populations experiencing intimate partner violence, we are eager to hear from you. WC&S will offer you an environment that provides endless opportunities to advance your knowledge, skills, and abilities.

Here's what you will do:

- Develop and implement a comprehensive communications and marketing strategy aligned with organizational goals and priorities
- Lead initiatives, such as those for Domestic Violence Awareness Month, that strengthen brand awareness, reputation, and equity across target audiences
- Create concepts for, write, and edit the WC&S newsletter, annual report, campaign materials, website content, donor communications, and marketing collateral in collaboration and coordination with other WC&S team members as necessary
- Design and/or create concepts for all printed WC&S communications pieces, such as special event invitations and flyers, postcards, brochures, advertisements, etc., working with outside designers when necessary
- Identify and pursue earned media opportunities that highlight organizational impact and success stories
- Develop and maintain relationships with local, regional, and industry media outlets
- Develop and implement integrated marketing campaigns to promote programs and services, fundraising initiatives, events, and advocacy efforts
- Create audience-focused marketing strategies that increase engagement, participation, and support



- Manage and optimize the organization's website and digital presence
- Serve as the WC&S lead for the Bright Sky US app and website
- Support the strategies and tactics set forth in the annual Resource Development Plan including annual giving, major gifts, events, and other campaigns through collaborative communications efforts
- Participate in employee lifecycle of position(s) supervised, including hiring, developing, training, participating in the performance management system, and taking appropriate corrective action to address performance and conduct issues
- This position requires being available Monday through Friday business hours, mostly onsite, with evenings and weekends as needed
- Perform other duties as assigned by supervisor

Here's what we are looking for:

- Bachelor's degree in communications, marketing, journalism, public relations, or a related field, or equivalent work experience
- At least five (5) years of relevant experience in Marketing/Communications with a focus on digital marketing
- Experience in the nonprofit sector preferred
- Strong strategic thinker with ability and willingness to perform tactics at a high level
- Highly organized and able to manage multiple priorities and deadlines
- Experience in supporting fundraising campaigns through marketing efforts a plus
- Strong understanding of marketing and communications metrics
- Experience working with diverse audiences and stakeholders – ability to leverage key network of volunteers to assist with duties
- Proficient in Mailchimp, WordPress, Google Analytics, Canva (or other design programs)
- Must be willing to learn about and leverage the latest technology tools in a secure fashion
- Familiarity with SEO principles preferred
- Effective verbal, written, and interpersonal communication skills
- A demonstration of the understanding of abusive family dynamics, including intimate partner violence, cycle of abuse, power and control dynamics, culturally specific issues, and child abuse and neglect
- Ability to establish healthy boundaries, trust, respect, and rapport with others
- Ability to understand and adhere to strict confidentiality and safety procedures
- Strong command of general technology, including, but not limited to, Microsoft Office Suite is required; familiarity and understanding of information technology, including Salesforce and Teams strongly preferred
- Desire to work in an organization committed to accepting every individual's history and perspectives
- Act 33/34 and FBI Clearances required

Typical Starting Salary: \$55,000



About the benefits. WC&S offers a comprehensive and competitive benefits package, including generous paid time off; health, vision, and dental insurance; short-term and long-term disability coverage; group life insurance; retirement plan with employer matching; Flexible Spending Account; Employee Assistance Program; Headspace meditation and mindfulness app subscription; Access Perks membership; paid training and professional development opportunities; and is a Public Service [Student] Loan Forgiveness (PSLF) eligible employer.

WC&S is an equal opportunity employer and is committed to ensuring that both applicants and employees are treated without discrimination or harassment on the basis of race, color, religion, sex (including pregnancy, gender identity or gender expression, and sexual orientation), national origin, ancestry, place of birth, hairstyle, age, disability, using guide or support animals for a disability, genetic information (including family medical history), familial status, citizenship status, military service, or any other characteristic protected by law. We are committed to providing an inclusive and welcoming environment for all.

TO APPLY:

To ensure consideration for an interview, please send a resume and cover letter via email with the subject line "Marketing Communications Manager" to careers@wcspittsburgh.org.