

Position Title: Marketing Manager

Home ReSource is a non-profit community sustainability center. We work with, in, and for the community to reduce waste and build a more vibrant and sustainable local economy. We collect and sell reusable materials, channel materials to those in need, provide meaningful work opportunities, and educate & inspire to promote a sustainable future.

Home ReSource is hiring a dynamic leader with the skills, knowledge, and passion needed to strategically manage diverse and impactful messaging that cultivates a thriving local retail business as well as mission-driven programming.

Job Summary: The Marketing Manager is responsible for coordinating, and executing a strategic, integrated, and data-driven marketing plan that incorporates traditional, non-traditional, and emerging advertising and marketing strategies that help achieve Home ReSource's vision, mission, and goals. The ideal candidate will work with store and program leadership staff to create and deliver creative, well-designed, relevant, and on-brand campaigns that align with a diverse array of Home ReSource's target markets.

General Responsibilities

- Support and embody Home Resource's Mission, Vision, and Organizational Culture
- Support and embody Home ReSource's justice, equity, and anti-racism values and guidelines
- Support and enforce Home ReSource's policies and procedures
- Help create a safe, positive, equitable, and learning work environment
- Problem-solve day-to-day challenges and maintain a learning stance
- Articulate what Home ReSource does, project a positive image, and help generate community support for all aspects of the organization
- Work cooperatively and communicate effectively with staff, community partners, donors, and in public
- Maintain confidentiality with personnel issues and donor and customer information as needed

Position Responsibilities

- Oversee, design, & develop content for multiple E-newsletters (weekly & monthly)
- Assist in producing monthly e-newsletter focused on programs and supporters
- Develop annual marketing plan
- Develop annual and monthly social media content calendars
- Oversee, design, & produce social media content, print ads, radio ads, and Annual Report.
- Assist w/ website management
- Create in-store, campaign, and event signage
- Develop other fundraising/education materials (brochures, infographics, landing pages, and others) as needed.
- Gather and analyze campaign data and use to inform organizational priorities
- Incorporate Home ReSource brand messaging into all communications

Skills Required

- Ability to plan, design, and deliver effective marketing campaigns and communications to targeted audiences to increase awareness of Home ReSource retail store and Home ReSource programs.
- Ability to manage multiple ongoing projects and deadlines with little supervision.
- Ability to positively and respectfully communicate with all people where they are at
- Problem-solve using team-building and conflict resolution skills and manage competing priorities

Essential Functions

- Demonstrated ability to manage people and programs to achieve organizational goals
- Excellent verbal and written communication skills and ability speak on behalf of the organization
- Ability to work 40hrs/week in a fast-paced environment and be adaptable to rapidly changing circumstances

Minimum Qualifications

- Bachelor's degree (or equivalent) in marketing, business, or related field
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Proven experience with graphic design
- Metrics-driven marketing mind with an eye for creativity
- Experience with creating written and video content
- Strong project management, multitasking, and decision-making skills

Preferred Qualifications

- 3 - 5 years experience in marketing, communications, or equivalent role
- Familiarity with Adobe Creative Programs, Google Suite, Canva, and Project Management systems or just generally tech saavy
- Experience with Facebook Ads Manager
- Fierce and witty sense of humor with the ability to understand and communicate with diverse audiences.
- Passionate about reuse, sustainability, and our community
- Ability to work with a variety of individuals effectively and respectfully,

Skill Development and Performance Reviews

Home ReSource employees participate in all in-house trainings, and management-level staff are encouraged to attend at least one outside professional development opportunity each year. All Home ReSource employees get an annual performance review.

Pay, Hours: 40hrs/week. Salary \$40,000 - \$55,000 depending on experience and qualifications

Benefits: Generous paid vacation and holidays, paid family medical leave time, dental & vision insurance, additional wellness benefits, simple IRA Match or HSA Contribution, sustainable commuter benefit, up to 12 paid community volunteer hours per year, staff appreciation activities and meals, chance to work with great people in values-based, triple-bottom-line business that works to reduce waste and build community, consideration for advancement into new positions in our growing green business, and more.

How to Apply: Submit a resume and cover letter [via Submittable](#). See our [website](#) for more information. Screening will begin Tuesday, September 20 and the position will be open until filled. Home ReSource will conduct background checks on all final candidates, and offers of employment are contingent upon those results.

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at Home ReSource will be based on merit, qualifications, and abilities. Home ReSource does not discriminate in employment opportunities or practices because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, marital status, military status, or mental or physical disability.

Home ReSource is committed to providing a safe environment that is free of discrimination and harassment. It is against Home Resource's policy to engage in verbal or physical conduct that denigrates or shows hostility or aversion toward any individual because of their race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, marital status, military status, or mental or physical disability.