



RAPHAEL HOUSE OF SAN FRANCISCO, INC. JOB POSTING

Job Title: Marketing Specialist
Department: Development
Reports to: Director of Development

Summary:

Since 1971, Raphael House has been at the forefront of providing homeless and low-income families in the San Francisco Bay Area the personalized family-centered solutions they need to build brighter futures. Raphael House is a privately funded and community-supported organization. Our success rate is unmatched: more than 85% of all Raphael House families go on to achieve long-term housing and financial stability.

Our Team:

Diverse, caring, and creative, Raphael House's staff are skilled thinkers and problem solvers, and they're always willing to roll up their sleeves to get the job done. Raphael House employees are inspired by the organization's mission both professionally and personally, and each is developed as a collaborative leader and crucial contributor to strengthening families in the community.

Summary Statement:

Reporting to and in collaboration with the Director of Development, the Marketing Specialist oversees and manages the execution of Raphael House's internal and external marketing and communications functions. This includes the production of all organizational media: video, photo, digital communications, and printed collateral. The Marketing Specialist develops and oversees marketing plans and tactics to meet campaign fundraising and awareness goals. The Marketing Specialist is also responsible for defining and refining all communication, marketing, and media analytics to help establish continual avenues of growth.

Key Duties and Responsibilities

- Strategic Planning: Creates and manages a comprehensive communications and marketing plan for generating leads and maximizing public awareness of Raphael House in collaboration with leadership and the development team
- Photo, Video & Media Production: Shoots, edits and produces basic media clips and photography for use with our social media, website, events, and organizational presentations
- Social Media: Develops and implements strategies to grow social media engagement, including goal setting, managing the day-to-day execution of social media messaging, content calendar, and advertising across Facebook, Instagram, LinkedIn, etc.
- Writing: Writes and edits all outward-facing organizational written copy including but not limited to direct mail, appeal letters, social media, annual reports, newsletters, and event materials
- Website: Responsible for content creation, web updates, and monitoring analytics to make recommendations and implement improvements to our website and digital channels.
- Email Marketing: Manage and facilitate the organization's e-communications and digital marketing, including email newsletter and email lists
- Design: Creates, designs and edits direct mail, newsletters, annual reports, brochures, event collateral, factsheets, and other marketing and fundraising materials

- Messaging & Branding: Refines and enhances organizational messaging and branding as needed as well as maintains and manages updates to Raphael House's Style Guide and ensures that the integrity and standards of Raphael House's brand and identity are maintained internally and externally
- Public & Media Relations: Supports leadership in identifying and managing potential media opportunities, speaking engagements, or other PR opportunities including preparing articles, press kits, press releases, and other content initiatives

Other Operational and Fundraising Duties:

- Attend all organizational fundraising events and volunteer-led events as they occur.
- Serves on the Raphael House Development Committee.

Required Skills:

- Experience in strategic public relations and marketing in a nonprofit or institutional setting.
- Excellent writing, editing, and public speaking skills.
- Basic competency in graphic design and print production, proficiency using Canva
- Experience working with printers, designers, and vendors for print projects.
- Ability to motivate and work well with clients and volunteers, including the Board of Directors.
- Ability to work under pressure, stay flexible, and maintain a sense of humor.

Minimum Qualifications:

- A Bachelor's degree is preferred; with a minimum of 2 years' professional experience
- Experience in fundraising or nonprofit community relations preferred
- Experience managing social media platforms like Facebook, Instagram, LinkedIn, Twitter, etc.
- Experience using Canva or similar design software
- Preferred experience using Hootsuite, Google Ads, Google Analytics
- Preferred experience using Wordpress or similar content management system
- Flexibility working remotely (using Zoom or Google Meet to collaborate) and working in the office
- Sensitivity and understanding of the issues around homelessness and the mission of Raphael House
- Ability to work some evenings, weekends and/or longer hours. Ability to lift 20-30 lbs.

Salary: \$68,000 to \$75,000, commensurate with experience. Full-time employee benefits include: medical, dental, and vision coverage; three weeks accrued vacation days plus 11 paid holidays and 10 accrued sick days; EAP program; Flexible Spending Account; and commuter benefits. Raphael House supports a work/life balance for its employees and offers flexible work options.

Job Type: Full-time

Experience and Education:

- fundraising or community relations: 2 years
- public relations and/or marketing: 2 years
- Bachelor's degree preferred

Temporary COVID-19 Considerations:

- Proof of vaccination against COVID-19 is required by local health order as the shelter is considered a high-risk setting. Due to the nature and duties of this position, on-site presence is required at certain fundraising events where vaccination is mandatory.
- Masking and social distancing are required on-site, regardless of vaccination status.
- Daily on-site temperature and symptom screening are required for all staff and residents.
- Additional health and safety protocols may be implemented or modified as needed, based on guidance from the San Francisco Department of Public Health.

Application Process:

Please email your resume and cover letter to kikehara@raphaelhouse.org

Raphael House of San Francisco, Inc. is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable.

Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage or any other protected classification, in accordance with applicable federal, state, and local laws. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative.