



Job Title: Marketing Manager

Reports to: Chief Advancement Officer

Education Requirement: Bachelor's degree in Marketing, Communications, Public Relations, or equivalent experience

Experience Requirement: Minimum of 3-5 years in nonprofit or for-profit settings with primary responsibility for marketing, communications, or public relations

Position is: Exempt, Full-time

Pay Rate: \$75,000-85,000 per year, depending on experience

For over 40 years, Families Forward has been working to prevent and end family homelessness by providing access to housing and resources that create lasting stability. What started out in 1984 as a humble effort to house families experiencing homelessness in two farmhouses and five rented apartments, has since grown into one of Orange County's most impactful nonprofit organizations. From providing access to housing, food assistance, career coaching, mental health counseling, to financial literacy education, we're as committed to strengthening overall well-being as we are to ensuring every family has a home and the opportunity to thrive.

Job Summary

The Marketing Manager plays a key role in supporting Families Forward's mission to prevent and end family homelessness in Orange County. This position leads the marketing, communications, and public relations efforts to strengthen community awareness, engage supporters, and highlight the impact of Families Forward's programs. The Marketing Manager manages day-to-day communications activities, including website updates, social media, email marketing, press release coordination, and photo library maintenance. This position requires a talented, energetic, and enthusiastic professional who thrives in a fast-paced, dynamic, and highly collaborative environment. The ideal candidate is a strong communicator and strategic thinker who enjoys coordinating multiple projects, working with diverse teams, and helping amplify stories that make a difference.

Essential Job Duties

Marketing, Communications, and Public Relations (90%)

- Develop, manage, and implement the annual communications and marketing plan.
- Coordinate with staff, consultants, external partners designers, and agency personnel to produce digital and print content for newsletters, annual reports, fundraising appeals, campaigns, events, seasonal programs, and advertising.

- Manage Families Forward’s website, including creation of landing pages, content updates, affordable housing listings, functionality checks, and engagement strategies.
- Manage all social media platforms; content creation, monitor engagement, respond to inquiries and comments, and engage with partners.
- Utilize analytics tools (G4 Analytics, Insights, email metrics) to track performance and guide strategic decision-making.
- Collaborate with PR agency on story ideas, testimonials, press releases, and media pitches.
- Support public relations activities, including coordinating interviews, gathering stories, and preparing talking points.
- Maintain a media and photo library and manage documentation of press coverage and digital assets for marketing and PR use.
- Create communications calendars, ensuring alignment across departments and campaigns.
- Track and report performance metrics using tools such as Google Analytics and social media insights to inform future strategies.
- Support brand consistency by monitoring adherence to Families Forward’s brand guidelines.
- Maintain media and partner contact lists.

Administrative & Team Support (10%)

- Provide logistical support for fundraising and community events.
- Attend all staff meetings, team meetings, and other organizational meetings as needed.
- Assist with additional projects as assigned.

Job Qualifications

- Bachelor’s degree in Marketing, Communications, Public Relations, or related field, or equivalent experience
- 3-5 years of experience in marketing, communications, or public relations (nonprofit experience preferred)
- Strong writing, editing, and verbal communication skills
- Proficiency with Microsoft Office Suite
- Proficiency with Constant Contact (experience creating eblasts and campaign communications required)
- Experience managing websites (WordPress or similar CMS)
- Experience managing social media platforms, digital advertising, and using scheduling/analytics tools
- Familiarity with Google Analytics or similar platforms for reporting
- Familiarity with online donation platforms and donor relationship management systems (knowledge of Raiser’s Edge/NXT a plus)
- Strong organizational skills with the ability to manage multiple projects and deadlines
- Strong project management and time management skills, with the ability to balance multiple priorities
- Highly driven, collaborative, and results-oriented work ethic

- Comfortable working with external vendors and creative professionals (designers, photographers, videographers, agencies)
 - Experience with Canva and Adobe Creative Suite (InDesign, Photoshop, Illustrator) is a plus
 - Experience in nonprofit sectors, particularly in housing and family services, will be highly advantageous
 - Occasional evening or weekend availability required
 - Ability to lift or carry up to 25 pounds
 - Valid California Driver License and Proof of Insurance
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Benefits:

- Families Forward is committed to offering competitive compensation, full benefits, and professional development opportunities for our employees. Our benefits package includes medical, dental, and vision; flexible spending account; life insurance; 403B retirement plan; generous time off including paid holidays, vacation, sick time; phone or phone stipend; and a variety of other benefits to support our employees.

Note: This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Management reserves the right to assign or reassign duties and responsibilities to this job at any time.

Please send resume to Marissa Hall at mhall@families-forward.org – No phone calls please.