

Marketing & Communications Manager

She Has A Name

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Columbus OH 43201

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Core Values

How do we work well together?

Responsibilities

What do I do?

Reporting to the Executive Director, the Marketing & Communications Manager will be responsible for communicating the mission and vision of She Has A Name (SHAN) to our community.

Expectation of Time | 10-15 hours per week

Compensation | Hourly, paid bi-monthly according to SHAN structures

Schedule | Weekly established by the individual, published through a shared calendar, and supervised by E.D.

Direct Supervisor | Executive Director

Grace + Grit

At She Has A Name we believe in the paradox of grace + grit. Grace admits that we all have brokenness in our lives, yet we are loved and valued right where we are. Grace is the driving force behind our work whereas grit is *how* we work. We say yes to new challenges and we step outside our comfort zone. We work tenaciously because we believe restoration in our city is worth it. We work with grit while walking in grace.

Perspective

At She Has A Name, we have perspective. We remember the bigger picture, the reality that this work is not about us. We exist because we believe that survivors of human trafficking have a name, nobility, and narrative. Restoration is possible.

Community

At She Has A Name, community is paramount. We work together to find solutions, we respect each other's time, values, and stories. We believe that not one person or organization can holistically respond to human trafficking. We need our team. We serve each other and set healthy boundaries. As a family, we resolve conflict promptly and graciously. We are for each other.

Communications

Manage SHAN's overall branding package and image in the community

Produce Email Marketing pieces in collaboration with the Development Director: Events, organizational updates, program descriptions and volunteer needs

Maintain an up-to-date library of assets related to SHAN's programming and events

Analyze pieces and channels of communication for effectiveness and engagement

Marketing

Synthesize and executive awareness and fundraising campaigns

Manage social media accounts (Instagram, Facebook, LinkedIn) through scheduled content and occasional graphic design

Create SHAN branded marketing pieces for events and programs

Equip advocates to produce new content & design pieces as needed

Coordinate video and photo coverage of SHAN events and programs

Ensure SHAN's events and programs are marketed through partner agency and community calendars

Occasionally attend partner agency or collaborative spaces events as a representative of SHAN

Knowledge & Qualifications

Able to work in a variety of settings with diverse families and communities while being culturally sensitive and appropriate.

Commitment to continual learning through workshops, webinars, etc.

Strong social skills, including demonstrated supervisory, mentoring, public speaking, and team-building experience

Ability to convey the mission & vision of She Has A Name to interns, volunteers, donors and the general public

Proven written communication skills demonstrated across multiple channels, including but not limited to email, social media, advertising, and press.

Experience with communication tools such as Mailchimp, Instagram, Facebook, LinkedIn or similar tools is preferred

Experience with graphic design is suggested, this could be through design software such as the Adobe Creative Suite or tools such as Canva

Expectations

Staff Involvement

Attend weekly SHAN Staff meetings

Commit to weekly check-in with Executive Director

Attend monthly staff development opportunities (conferences, books, seminars, etc.)