Marketing Manager

Zen Hospice Project- San Francisco, CA (Civic Center area)

Zen Hospice Project is a 501C3 non-profit organization committed to enhancing the experience of caregivers and their care recipients, particularly for chronic illness and at the end of life. Founded by members of the San Francisco Zen Center in 1988 to provide care for indigent people living on the streets, our work today is focused on mindful caregiver education, volunteer caregiving service, and community engagement and partnerships, and remains grounded in the practical expression of the universal values of compassion and service. We are currently looking to hire a Marketing Manager who is passionate about our mission and strategic plan.

The Marketing Manager is an integral member of the team and is the lead person responsible for integrated marketing activities across all channels to support our programming in Mindful Caregiver Education, Volunteer Caregiving, and Partnerships. This includes ownership and responsibility for brand equity, managing owned, organic, and paid marketing channels, managing content strategy and production, communications strategy and implementation, including copy-writing, and CRM integration with marketing channels. The Marketing Manager role reports to the Executive Director.

In this role, you will serve as the daily marketing lead for the organization and oversee the development and implementation of an annual integrated marketing plan that meets organizational objectives, and that ultimately contributes to organizational growth and program expansion.

We are seeking an experienced self-starter who is comfortable taking the lead. The successful applicant will be someone who takes initiative, is an excellent written and verbal communicator and facilitator, and is able to engage with a diverse network of community members including family caregivers, professional caregivers (clinicians), institutional partners, and other stakeholders of the caregiving, palliative, and hospice care communities. Additionally, the ideal candidate has people management experience and enthusiastically embraces the mission and work of Zen Hospice Project.
DUTIES/RESPONSIBILITIES

Primary responsibilities, including but not limited to:

Brand Strategy and Stewardship

- Be the organizational champion for articulating our mission through everything we do, including all programs and communications.
- Develop, review and edit all content to ensure brand integrity and mission-driven language in all communications shared with the community and public.
- Advise and support staff in communications strategy for fundraising and educational programs.
- Partner with other team members to produce the organization's annual report.
- Work with Executive Director to produce fundraising appeals and campaigns.

Data-driven full-funnel marketing

- Own the planning, development, and implementation of the organization's annual marketing plans and budget, in partnership with the Executive Director.
- Develop strategies and tactics to increase awareness of Zen Hospice Project and to increase qualified leads to ZHP website, for education, donor, and partnership prospects.
- Develop engagement and retention strategies to increase conversion (e.g. enrollment in education programs, sign-ups to Volunteer Caregiver Programs, development of partnerships).
- Test and analyze campaign performance using Google Analytics, Facebook Business Manager/Analytics, Twitter Analytics to optimize and improve results.
- Manage email marketing and communications strategy, production and implementation using MailChimp and other marketing automation platforms.
- Write emails; work with staff to edit emails so they are compelling, effective, and brand-consistent.

Digital/Social Media/Website

- Cultivate and expand the brand reach, awareness, and engagement with Zen Hospice Project through paid and organic social media channels via strategic
content production and distribution and paid advertising, including big picture channel strategy and daily/weekly posting.

- Manage and maintain all aspects of the organization's website, ensuring that all content is current, brand standards are consistent and that the site functions smoothly and effectively.
- Produce and manage blog content for publication to website and distribution to subscribers.
- Manage and track relevant community metrics/data to improve growth and engagement.

Media Relations

- Respond to media inquiries and seek out appropriate PR opportunities for ZHP and key staff members.
- Respond to telephone, voicemail and email media requests within 24 hrs and follow up appropriately to schedule interviews with the executive director or appropriate person.

Other Duties

- Oversee other marketing contractors and interns as appropriate.
- Track and report on communication metrics to evaluate the impact of various strategies, as appropriate.
- Contribute to the strategic planning process.

Qualifications and Experience

- Minimum 4 years of experience in brand/product marketing, growth marketing, or community management.
- Successful track record in executing and managing a number of time-sensitive, cross-functional, and complex projects.
- A strong desire to work in a mission-driven, collaborative, team environment.
- Excellent communication (written and verbal) skills.
• Ability to build and manage key relationships with a wide range of community members and stakeholders.
• Highly analytical, able to capture data and make actionable improvements.
• Self-starter with a strong sense of urgency and ownership.
• Can use Salesforce to run campaigns, track leads and opportunities.
• Proficiency with analytics tools (e.g. Google Analytics, etc.)
• Proficient in social media marketing and paid digital advertising (Twitter, LinkedIn, Facebook, Instagram, AdWords etc.).
• Proficiency in Wordpress, MS Office, Google Suite, MailChimp and Salesforce required. Basic knowledge of Photoshop and graphic design experience a plus.

COMPENSATION

This is a full-time position. Salary range is $70,000 - $85,000 commensurate with experience. Benefits include full medical coverage, vision and dental insurance, 25 days paid vacation in addition to ten paid holidays (increases to 30 days after three years of employment, and 34 days after six years).

Zen Hospice Project is committed to creating a diverse work environment and is proud to be an equal opportunity employer. Zen Hospice Project does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, religion, national origin, age, disability, parental status, veteran status, or any other protected status under applicable laws. We encourage individuals of all backgrounds to apply.

How to Apply

Applications will be accepted on a rolling basis and position will remain open until filled. Please email your resumé and a cover letter to Careers@zenhospice.org with the subject line “Marketing Manager.” Please include why you want to work for Zen Hospice Project and what unique experience or perspective you will bring to this role, highlighting your relevant experience. No phone calls please.