



Purpose: *“To ensure that everyone has a place to call home.”*

<https://www.helpusa.org/>

New York, NY

Hybrid Employment

MARKETING MANAGER

ABOUT HELP USA

HELP USA ensures that everyone has a place to call home. The organization provides shelter to meet people’s immediate needs, as well as support to succeed as individuals, as families, and as communities. HELP USA envisions a world where safe and stable housing is a starting point for everyone, because housing is the foundation upon which people can build better lives.

HELP USA was founded in 1986 to address the nation’s growing homelessness crisis. From its beginning as a shelter for families in Brooklyn, the organization has expanded to become a leader in the fight against homelessness. Today, HELP USA serves people of all backgrounds, including families, individuals, veterans, survivors of domestic violence, people with health challenges and disabilities, and seniors. HELP USA has helped over 500,000 people facing homelessness and poverty to build better lives.

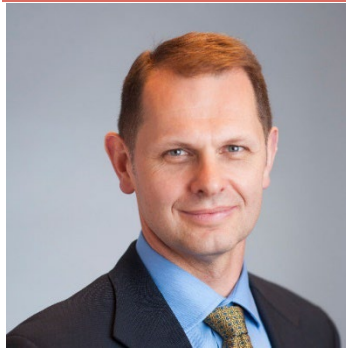
To read more about HELP USA’s mission, programs, and impact, [visit the HELP USA website](#).

THE OPPORTUNITY

HELP USA seeks an experienced, highly creative, and energetic Marketing Manager. The candidate will partner with the Senior Vice President of Development and Communications to develop and implement an effective branding and communications strategy. The ideal candidate will align HELP USA’s communications and fundraising strategies, with a focus on driving the growth of e-philanthropy. The Marketing Manager will execute a plan to effectively communicate HELP USA’s mission to its key audiences – including donors, foundations, corporations, government agencies, not-for-profit partners, media, and general audiences – through web, social media, and print. The successful candidate will determine and monitor key performance indicators and be responsible for overseeing platforms, marketing and fundraising tools, special event communications, and public relations outreach.

HELP USA has retained [Freeman Philanthropic Services, LLC](#) to assist with this crucial recruitment.

LEADERSHIP



Dan Lehman, CEO and President

Mr. Lehman was appointed CEO and President of HELP USA on November 15, 2023. Mr. Lehman is a seasoned nonprofit and government executive with more than 30 years of experience and a strong track record of strengthening and transforming organizations. He came to HELP USA from New York City-based Primary Care Development Corporation, where he has been Executive Vice President and Chief Financial Officer since 2021.

Previously, Mr. Lehman has served as a Deputy Commissioner at both the New York City Human Resources Administration/Department of Social Services and the New York City Health Department, as Chief Financial Officer, and then as Officer Chief Operating Officer at Children's Aid New York (formerly The Children's Aid Society); and as the interim CEO for the Collegiate Church of New York.



Samantha Conlan, Senior Vice President of Development and Communications

Ms. Conlan joined HELP USA in 2022 and has over 20 years of experience in communications, marketing, and development. She leads the HELP Fund, the fundraising affiliate of HELP USA, and is responsible for all private, institutional, corporate and foundational fundraising. In addition, Conlan oversees the organization's communications and marketing. Previously, she was the Vice President of Institutional Giving at the Museum of Arts and Design, the Associate Vice President of Strategic Partnerships at the New York Botanical Garden, and the Director of Corporate Partnerships and Promotions at the Wildlife Conservation Society. Ms. Conlan earned a Bachelor of Arts degree in political science from Lafayette College and a Master of Arts degree in communications from the New York Institute of Technology.

IMPORTANT AND REPORTING RELATIONSHIPS

The Marketing Manager will report to the Senior Vice President of Development and Communications. The candidate will collaborate with the Development team: Senior Grant Writer, Assistant Director of Development for Institutional Giving, and external consultants in events, marketing, design, and website.

RESPONSIBILITIES AND EXPERIENCE

The ideal candidate will be responsible for the following tasks and responsibilities.

Social and Digital Media

- Design a communications strategy for social media channels with measurable goals to successfully support fundraising and brand campaigns, activate external audiences, and grow channel engagement.
- Leverage social and traditional media to raise awareness, inspire donations, and increase brand equity.
- Oversee content creation, including the development of compelling story maps, themed content campaigns, and targeted messaging.

- Assess and monitor paid and organic efforts to track the success of social media campaigns and initiatives, reporting back to relevant teams and advising on best practices.
- Manage the HELP USA website including interfacing with external web agency and overseeing basic site updates through content management system.

Online Fundraising and Event Marketing

- Work collaboratively with fundraising teams to generate concepts and develop ideas to drive engagement with target audiences; strategically execute channel-specific plans to maximize ROI and KPIs.
- Recommend, secure and manage digital and social paid advertising to support fundraising initiatives.
- Plan, manage, and capture photo and video shoots to use for marketing collateral.

Communications and Media Relations

- Refine all external communications in partnership with the Senior Vice President, ensuring clear, compelling, and consistent articulation of HELP USA.
- Identify and leverage relationships with key influencers, bloggers, and media contacts to raise awareness about top HELP USA initiatives throughout the year.
- Collaborate with sites and other departments to develop mutually beneficial activations that help teams meet their objectives while leaning into social media best practices.
- Create, update, and manage marketing collateral, including brochures, fliers, and ads.
- Draft external communications for families, talent, board members, donors, and media.
- Manage MailChimp account and develop SOP for regular email communications with audiences.

KEY QUALITIES

HELP USA seeks an experienced fundraising professional with the stature, ability, and demonstrated track record to respond effectively to the opportunities and challenges above. In addition to the proven ability to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience, characteristics, and attributes:

- Passion for, and commitment to, HELP USA's mission and vision;
- Stature, intellect, and interpersonal skills to effectively engage and support executive leadership, staff, colleagues, prospects, donors, and high-net-worth individuals;
- Superior communication (written and verbal) proofreading and editing skills with the ability to translate information into a meaningful, understandable context and message, regardless of the format (e.g., documents, public speaking situations, presentations, etc.)
- Familiarity with nonprofit business models and marketing preferred, but not required;
- Expert use of Microsoft Office and Adobe Creative Cloud suite;
- Proficiency in MailChimp, Canva, and WordPress; familiarity with Salesforce, GiveSmart, Fundraise Up and Sprout a plus;
- Demonstrated expertise with social media platforms;
- Photography and videography skills and familiarity with digital editing;
- Knowledge of graphic and visual presentation with an eye for compelling marketing materials;

- Well-written and comfortable pitching ideas in person and on the phone;
- Inventive and problem-solving thinker with the ability to pivot quickly between tasks and multi-task to meet deadlines;
- Self-starter, independent, flexible, out-of-the-box thinker who enjoys the challenge of learning new systems and boldly introducing next-generation concepts;
- Adept at building collaborative relationships with diverse personalities and levels of seniority;
- Strong social media monitoring and analytics skills, with the ability to identify potential PR crises and develop social media crisis communication plan;
- Ability to work occasional nights and weekends and to travel, as needed; and
- Bachelor's degree required.

DIVERSITY

It is, has been, and will continue to be the policy of HELP USA, to provide equal employment opportunity without regard to race, color, religion, sex, national origin, age, disability, or veteran status. Further, it is the policy of HELP USA to undertake affirmative action in compliance with all federal, state, and local requirements to recruit a diverse pool of applicants and to ensure that our employment practices are, in fact, non-discriminatory. Such affirmative action shall apply to all employment practices, but not limited to hiring, promotion, transfer, recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship and on-the-job training. Decisions relating to personnel policies and practices shall be made on the basis of an individual's capacity to perform a particular job and the feasibility of any necessary job accommodation.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. The compensation range is \$90,000 to \$100,000.

The Marketing Manager will work in a hybrid capacity, with the expectation of working from the office two days a week.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

HELP USA has retained [Freeman Philanthropic Services, LLC](#) (FPS) to assist on this executive recruitment. FPS is a national leader in recruitment for the nonprofit sector and related concerns and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at HELPUSA-MM@glfreeman.com.

All applications must include (1) an up-to-date resume/CV, (2) a letter of intent (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.