



COMMUNITY  
PARTNERS for  
**AFFORDABLE  
HOUSING**

## Marketing and Communications Manager

### JOB SUMMARY

CPAH is looking for compassionate people who want to make a difference and help ensure that everyone has a place to call home. The primary responsibility of the Marketing and Communications Manager is to develop, implement, and evaluate a broad range of marketing and communications initiatives that creates a comprehensive awareness of CPAH's programs and regular communication with community stakeholders. The position reports to the Director of Development and Community Relations.

### RESPONSIBILITIES

- Develop, implement, and evaluate an annual marketing plan and communications calendar to raise awareness of CPAH's programs and consistently communicate with clients, donors, municipalities, media, and other community stakeholders.
- Create content, including telling client stories, and develop visually appealing social media posts, electronic newsletters, annual reports, flyers, and brochures with a consistent CPAH brand and voice.
- Manage social media platforms including Facebook, Instagram, Linked-In, YouTube, & other emerging strategies to grow CPAH's social media presence, reach influencers, and engage with people online.
- Manage and routinely update CPAH's website using WordPress.
- Promote CPAH at community events such as fairs, meetings, open houses, parades, and other forums.
- Communicate with municipalities, businesses, social service organizations, religious institutions, civic groups, and other organizations to raise awareness about CPAH's programs.
- Prepare news releases and expand relationships with media partners to increase coverage of CPAH's programs and events.
- Manage print and electronic advertising, including setting up ads and analyzing results.
- Coordinate internal staff communication and develop effectively crafted messaging and talking points that empower staff and board members to serve as ambassadors in the community.
- Assist in coordinating educational programming, presentations, and classes and preparing materials.
- Assist in coordinating fundraising events and CPAH's annual fundraising campaign.
- Perform other duties as assigned by the Director of Development and Community Relations.

### STANDARDS AND CORE COMPETENCIES

- Bachelor's degree or equivalent required.
- At least 3 years of experience working in marketing, communications, public relations, or related field.
- Demonstrated expertise in content creation, writing, and using graphics, photography, and videography to engage audiences.
- Knowledge of diversity, equity, and inclusion and ability to effectively engage diverse audiences.
- Must possess a passion for CPAH's mission.

### SCHEDULING & COMPENSATION

CPAH's standard office hours are Monday through Friday 8:30am – 5:00pm. Up to 2 days per week may be worked from home. The role may require occasional evening and weekend hours. Competitive salary of \$55,000 - \$60,000, commensurate with experience. Generous benefits include vacation, sick, health, dental, life, disability, and 401K match.

### TO APPLY

Send cover letter, resume and salary requirements to [akaufman@cpahousing.org](mailto:akaufman@cpahousing.org).

CPAH is committed to the principle of equal employment opportunity. All qualified applicants will receive consideration for employment without regard to race, color, national origin, sex, religion, age, disability, sexual orientation, or gender identity.

