



# POSITION DESCRIPTION

## Digital Marketing & Communications Manager

**Location:** Charlotte, NC (Option for Remote Work)

### Overview:

Reporting to the VP of Marketing & Communications, this role requires a blend of skills in digital marketing, public relations, graphic design, and storytelling, aimed at effectively communicating our mission and amplifying our impact in supporting veterans. The Digital Marketing & Communications Manager will drive VBH's digital presence, enhance brand awareness, and manage public relations efforts, aligning with our strategic growth plan.

### Primary Responsibilities

- **Strategic Digital Marketing:**
  - Develop and execute comprehensive digital marketing strategies to support VBH's growth objectives.
  - Manage SEO/SEM, email marketing, social media, and display advertising campaigns.
  - Design and implement targeted digital campaigns, ensuring alignment with overall branding and messaging.
- **Website Management and Content Creation:**
  - Oversee the updating and management of the VBH website, ensuring optimal user experience and content relevance.
  - Create and curate engaging content, incorporating strong storytelling and graphic design elements to effectively communicate our mission and impact.
- **Graphic Design and Visual Storytelling:**
  - Utilize graphic design skills to create compelling visuals for digital platforms, marketing materials, and PR campaigns.
  - Translate complex concepts into clear, impactful visual stories that resonate with our audience.
- **Public Relations and Media Engagement:**
  - Develop and manage a proactive public relations strategy, including media outreach, press releases, and public statements.
  - Build and maintain relationships with media, influencers, and partner organizations.
  - Manage crisis communications, ensuring timely and effective responses to media inquiries.
- **Team Leadership and Collaboration:**
  - Lead and mentor other teammates on digital marketing, graphic design, and public relations.
  - Collaborate with different departments and regional markets to ensure a cohesive approach to marketing and communication strategies.



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- **Analytics and Performance Monitoring:**

- Analyze digital marketing data to measure campaign effectiveness and adapt strategies as needed.
- Utilize website and social media analytics to optimize content and engagement strategies.

## Required Qualifications

- Bachelor's degree in marketing, Communications, Graphic Design, or related field.
- Minimum of 5 years of experience in digital marketing, public relations, and graphic design.
- Proficient in digital marketing tools (Google Analytics, HubSpot, etc.) and graphic design software (Adobe Creative Suite).
- Strong storytelling abilities, with a talent for creating compelling narratives.
- Exceptional written and verbal communication skills.

## Preferred Qualifications

- Experience in the nonprofit sector, particularly in veterans' support and advocacy.
- Comfort and familiarity with military culture.
- Proven track record in media relations, brand development, and digital content creation.
- Ability to manage projects effectively and align marketing strategies with organizational goals.

## Salary & Benefits

- Full Time Hours: Schedule will be determined with supervisor to best support the organization. Some nights and weekends.
- Salary Range: \$55,000 to \$60,000. Compensation will be determined based on education and experience.
- Benefits include Stipend, Short Term Disability, PTO (Paid Time Off), 401k with match.

Veterans Bridge Home is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.