



TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

Marketing and Communications Project Manager

DEPARTMENT: Marketing and Communications (MarCom)

REPORTS TO: Director of Marketing and Communications

STATUS: Full-time (40 hours, Monday – Friday)

CLASSIFICATION: Exempt

WORK HOURS: Monday – Friday; typical business hours (8:30 a.m. – 5 p.m.) with flexibility for events/activities.

ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. Through safe, grace-based environments and one-to-one mentoring, teens build resiliency, form healthy relationships, establish positive coping skills, and actively plan for their futures. Transformation happens from the inside out as teens come to believe they are lovable, capable, and worthwhile. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in themselves and their communities.

TreeHouse culture includes a strong commitment to diversity, equity and inclusion (DEI), and staff are grounded in the core values of GRACE (Growth, Relationships, Authenticity, Community, Empowerment). Both determine how we build healthy relationships with diverse populations of teens, alumni, donors, colleagues, volunteers, network sites, and the general public. TreeHouse is growing to lead the nation as a training and equipping organization, currently serving more than 3,000 teens annually across more than 50 sites in 10 states.

GENERAL TREEHOUSE STAFF REQUIREMENT

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture, and by participating in a fellowship of believers for spiritual enrichment, encouragement, support, and accountability.

JOB SUMMARY

The marketing and communications (MarCom) project manager contributes to the TreeHouse mission by being responsible for creating and managing the MarCom team's workflow by organizing, reviewing, prioritizing, and completing tasks/projects/information in order to uphold strategic, prioritized business initiatives. The project manager is the internal staff interface for receiving project requests, bringing action items to the MarCom queue for triage, managing the content calendar, communicating content deadlines, and monitoring progress in order to meet or exceed strategic organizational goals. The project manager works interdependently with the director to fulfill the marketing and communications elements of TreeHouse's organizational strategies as well as support large fundraising events.

ESSENTIAL JOB FUNCTIONS

At the direction of the director, the MarCom project manager will do the following tasks:

Project Management

- Update and triage multiple projects simultaneously: keeping track of tasks, communicating with stakeholders, noting progress, meeting deadlines, and updating processes throughout each project/campaign.
- Learn, utilize, and optimize a suite of Salesforce software and applications in order to consistently manage and reorder an effective MarCom project management/workflow system
- Update and maintain annual organizational content calendar(s) with direction from the director
- Create and maintain a shared campaign development process and documentation for all major projects and campaigns in order to recreate and improve year-over-year implementation and effectiveness.
- Provide information on previous campaigns, projects and timelines in order to demonstrate overall successes as well as growth opportunities.
- Must be able to effectively and efficiently collaborate with different departments and stakeholders, and must understand the world of project management in order to ask the right questions to move a project forward

Content Creation and Support

- Suggest written content for social media, website pages, emails, and e-newsletters to specific audiences (donors, event registrants, volunteers, staff)
- Some writing and editing of text for social media, emails, website, e-newsletters, etc.
- Assist in managing and distributing content—including being cross-trained in social and web posting responsibilities—with the graphic designer and director.

MarCom Administration

- With input from stakeholders, create strategic nesting strategies for shared information and files using Google Workspace
- In partnership with the graphic designer, maintain organization of digital assets and locations (TreeHouse's YouTube channel, Dropbox, and other content storage platforms) in order to more easily repurpose evergreen material, particularly video.
- Provide support to TreeHouse events such as fundraising events, training events and community events including presentation support and helping with set-up/tear-down.
- Assist the director as needed.
- Perform other duties and responsibilities as assigned.

QUALIFICATIONS

- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- Bachelor's degree or higher in marketing, business, journalism, or a related field
- Minimum five years of relevant marketing and communications experience, ideally in project management
- Highly developed time-management and organizational skills related to project coordination, workflow, and day-to-day team tasks, juggling numerous time-sensitive projects simultaneously while contributing to a highly collaborative and interdependent environment
- Agility in navigating existing and emerging technology

- General knowledge of and/or experience with digital platforms for customer relationship management (CRM), email delivery, website updates/maintenance, and social media posting.
- Experience with Google Workspace and Microsoft Office/365
- Strong and effective written and verbal communication skills and adaptable communication style to articulate clearly with various audiences, departments and colleagues--as well as vendors, contractors and freelancers--with a positive, collaborative attitude
- Strong interpersonal skills (emotional intelligence) and the ability to be highly adaptable, forging positive working relationships with a wide variety of people in a non-profit environment
- Sound judgment and understanding of confidentiality

PREFERRED

- Experience with TreeHouse's preferred systems/platforms including Salesforce, Constant Contact, WordPress, Webflow, Loomly, and GiveSmart
- Experience working in a fast-paced, limited resource non-profit environment

COMPENSATION

- This full time, salaried position pays \$60,000+ annually dependent on experience and qualifications. TreeHouse's comprehensive benefits package for full-time employees includes; medical, dental, vision, life insurance, short-term and long-term disability, retirement plan, paid time off (PTO), and employee assistance program.

To apply for this position, visit www.treehousehope.org/careers

Position is open until filled.