



Project Angel Heart seeks a Marketing & Communications Specialist

Every week, hundreds of Coloradans come together to deliver medically tailored meals to their neighbors living with severe illness. It's an unbelievable story of generosity, caring and support – one that we want you to help us tell! Join one of Colorado's most-loved community organizations and help lead our marketing and communications work.

Project Angel Heart offers above-market benefits and compensation to support our dynamic, diverse, and motivated team. Come join us and see why so many people fall in love with working here.

Compensation: Project Angel Heart offers competitive benefits, including comprehensive health insurance options, long-term disability and life insurance, medical, parental, and family leave benefits, generous paid time off, wellness and meal benefits, employee assistance and perks programs, and matching retirement funds after one year of employment. Starting salary range is \$65,000 to \$70,000/year.

Position Overview:

The Marketing & Communications Manager will help tell Project Angel Heart's story by creating original, compelling content that elevates the work of our volunteers and the lives of our clients. A key achievement will be developing and executing a digital and social media strategy that ensures longtime supporters remain connected and new friends are motivated to join us.

About Project Angel Heart:

Our vision is for all Coloradans living with severe illness to have access to nutritious food that supports their health and well-being. To that end, we compassionately deliver comfort and support through high-quality nutrition services, including medically tailored meals, while also advocating for the principles of "Food is Medicine." This year, we will prepare and deliver more than 700,000 meals to more than 4,000 people living with cancer, heart failure, HIV/AIDS and other illnesses.

Amount of Time and Status: Full-time, exempt; 40 hours per week, Monday-Friday. This opportunity can be a hybrid of work-from-home and in-office.

Reports to: Director of Marketing & Communications

Essential Responsibilities Include:

- Creating original content and campaigns that convey the importance of Project Angel Heart's mission and drive support for our work. This includes seasonal appeals (print and electronic), blog posts, email marketing, and newsletters (print and electronic)
- Working with clients and volunteers to translate their personal stories and experiences into inspiring, thoughtful communications
- Building and executing an active and robust social media presence that increases engagement with diverse audiences online

- Using creative and technical skills (including limited HTML) to build, target, and send email campaigns, newsletters, and other communications
- Maintaining agency website by creating and editing pages, posts, images, calendar events, etc.
- Building and maintaining digital fundraising campaign sites/pages for specific campaigns
- Developing analytics-based marketing metrics that help inform and/or refine strategies for specific communications vehicles (social, email, etc.)
- Working with outside vendors (including designers, printers, photographers, etc.) to maintain brand integrity, ensuring projects are completed on time and within budget
- Assisting with media relations efforts, including writing and editing copy for print/online materials, press releases, PSAs, and media pitches, as well as coordinating on-site interviews, photoshoots, etc.
- Working with staff to ensure that brand identity and voice are used consistently throughout the organization
- Other tasks as assigned, including various administrative tasks as needed

Required Qualifications:

- At least two years of experience in a marketing and communications role (may include media relations, creation/production of collateral materials, website and social media management, marketing/communications strategy)
- Exceptional writing, grammar, and proofreading skills
- Ability to write persuasively and creatively, tailoring writing tone and content to audience
- Exceptional attention to detail
- Experience working with graphic designers, printers, photographers and other vendors
- Experience working with website content management systems, email marketing platforms, and project management software strongly preferred
- Experience working with Adobe Photoshop, InDesign, Illustrator, Blackbaud's Raiser's Edge software, Luminate Online, and Microsoft Office suite preferred
- Ability to prioritize a varied workload, working efficiently under reasonable deadlines
- Ability to conceptualize multi-step processes, effectively coordinate with co-workers as necessary, and independently pursue projects to completion
- Ability to self-monitor working pace and rearrange priorities based on deadlines
- Strong work ethic, dependability, and trustworthiness
- Willingness/ability to maintain confidential information and work with diverse populations
- Valid Driver's License and own transportation preferred

Working Environment/Physical Activities:

Physical activities include: sitting at a desk and working on a keyboard and computer; conducting business over the telephone and via email; and using a fax, copy, and scanning machine. Position will require driving a vehicle, interfacing with the public, and public speaking on occasion. Meetings may require standing for long periods of time.

Application Procedure:

Please submit resume and cover letter via email only to jobs@projectangelheart.org. No phone calls, please. Project Angel Heart values diversity and inclusivity, and is thus always looking to diversify staff with an eye toward race and ethnicity, sexual orientation, gender, age, etc. Candidates who bring such diversity are encouraged to apply. Target start date: Immediately

Note: Project Angel Heart requires all staff to be vaccinated against COVID-19. Applicants will be asked to provide proof of vaccination.