

WESLEY HOUSING DEVELOPMENT CORPORATION (WHDC)
JOB OPENING: MARKETING AND COMMUNICATIONS MANAGER
Alexandria, VA

Wesley Housing Development Corporation is a nonprofit community housing developer whose mission is to develop, own, operate, preserve, and maintain affordable housing and sustain quality communities for low- and moderate-income families and individuals across the Washington, D.C. region. The heart and soul of Wesley Housing's mission lies in our commitment to combine affordable housing with family programs and supportive services to foster positive development and self-sufficiency for all adults, children, and families. Wesley Housing's headquarters are located in Alexandria, VA (Fairfax County). Our apartment communities are located throughout the Washington, D.C. metro region.

WHDC is looking for a Marketing and Communications Manager at their headquarters in Alexandria, VA. This newly created position is an opportunity to participate in building and delivering a cohesive marketing and communications strategy at one of the region's largest nonprofit housing development organizations. Wesley Housing is looking forward to an even bigger future and needs a team player with a solid foundation of success.

Reporting to the Director of External Relations, the Marketing and Communications Manager is responsible for preparing press releases and editorial pieces for industry and non-industry media outlets as well as executing social media activities on behalf of the organization. The Marketing and Communications Manager will also be responsible for developing print, electronic, and web-based marketing copy and materials to support the delivery of the mission.

The candidate will have a keen understanding of marketing principles, including branding, social media, event marketing, and internet marketing and will have a strong working knowledge of online fundraising and direct mail.

Key functions of the role include:

- Effectively develop campaigns and program plans
- Identify and translate goals and objectives into strategies, plans and tactics
- Track, monitor, and report on program and department performance metrics, including web analytics
- Develop marketing and communications elements including, but not limited to, a quarterly e-newsletter, annual reports, press releases, promotional materials, and social media posts
- Conduct research to ensure messaging is on target and aligns with goals
- Work with key stakeholders to coordinate campaigns including production, list generation, content and offer development, approval, fulfillment, test and refinement plans
- Facilitate internal and external process to route all marketing materials for approval
- Monitor deadlines and communicate progress to internal partners
- Maintain the WHDC and WPMC websites in coordination with various departments
- Grow and maintain a media contact list
- Cultivate and maintain relationship with national, regional, and local media contacts

Equal Employment Opportunity

At Wesley Housing Development Corporation, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law.

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- Pitch important WHDC activities, events, and topics to media contacts to gain exposure and visibility for the organization
- Make vendor recommendations to accomplish marketing and promotion activities for WHDC
- Develop Requests for Proposals (RFPs) and evaluate proposals of submitting vendors/agencies
- Manage external vendors and agencies to support marketing projects
- Proactively manage assigned projects

Additionally, the ideal candidate will possess and/or have a demonstrated record of:

- Bachelor's degree; marketing, advertising, communications or journalism preferred
- 5+ years of experience in advertising, marketing, or communications with an advertising agency or nonprofit organization
- Strategic planning
- Solid understanding of marketing concepts and brand principles
- Strong project and time management skills
- Event planning
- Ability to work autonomously
- Ability to engage a wide range of stakeholders
- Strong written and verbal communication skills
- Strong HTML skills
- Advanced proficiency using MS Word, Excel, and PowerPoint and Adobe Software products (e.g. InDesign, Photoshop) required
- Advanced proficiency using website content managements systems and related analytics tools
- Advanced proficiency using social media platforms and related analytics tools

To apply: Please send a cover letter and resume to humanresources@whdc.org.

Please visit us at <http://www.wesleyhousing.org/>

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