

Mission Statement: The mission of Casa Familiar is to enhance the quality of life for people living in underserved and underrepresented communities.

Casa Familiar Values: Integrity, Respect, Familia, Culture & Community

Who is the Marketing Manager for Casa Familiar

The Marketing Manager is pivotal in advancing the organization's mission and strategic priorities by overseeing the agency's marketing efforts' planning, implementation, and evaluation to improve access to the various programs and services that address underserved communities' needs. The Marketing Manager is responsible for the success of Casa Familiar's various marketing campaigns that seek to engage our communities, increase awareness of services, increase new communities' engagement to the Casa Familiar portfolios, and ensure the agency's brand is consistent across all platforms. Casa Familiar seeks a creative and detail-oriented individual to lead our marketing and communications efforts. This role shapes how we engage with our community and stakeholders through various channels. The Marketing Manager will focus on increasing program or project awareness, oversee marketing campaigns, be responsible for developing and implementing marketing strategies, creating compelling content, and ensuring a consistent brand voice across print, digital, and social channels.

Make a Difference through Action

- Create and manage engaging platform content, foster online community engagement, and analyze performance to optimize strategies.
- Design and produce marketing materials such as brochures, flyers, posters, and annual reports aligned with our brand.
- Work with the team to develop and implement processes and procedures to ensure product alignment, consistency, and branding.
- Develop, edit, and distribute monthly newsletters to share updates and stories with stakeholders.
- Under the leadership of the Advocacy and Community Engagement Officer, create and implement a comprehensive social media strategy, content strategy, and digital campaigns to engage our target audience effectively.
- Attend events to capture photos and videos, create post-event reports, and develop content that showcases impact.
- Create and execute social media campaigns, writing and designing content, including static posts and videos, using tools like Canva.
- Develop and edit engaging video content for posts, stories, and campaigns, ensuring alignment with brand standards.
- Maintain and update marketing materials, collateral, and the agency website to reflect branding and messaging standards.
- Track, analyze, and report on campaign performance, using insights to optimize strategies.

- Use tools to create, manage, and scale content efficiently across channels.
- Ensure all marketing efforts reflect Casa Familiar's mission and maintain a consistent voice across all channels.

Delivering Results

Social Media Content and Engagement

- Develop and manage engaging content for all social media platforms (YouTube, Facebook, Instagram and X).
- Monitor and respond to audience interactions to foster an active and positive online community.
- Analyze social media performance metrics and adjust strategies to enhance reach and engagement.

Printed Collateral and Design Projects

- Design and produce high-quality marketing materials, including brochures, flyers, event posters, and annual reports.
- Ensure all materials align with Casa Familiar's branding and messaging guidelines.

Monthly Newsletters

- Create, edit, and distribute monthly newsletters to keep stakeholders informed and engaged.
- Collaborate with team members to gather relevant updates, stories, and announcements for inclusion.

Event Documentation

- Attend events to capture photos, videos, and key moments for marketing purposes.
- Develop post-event reports and content to showcase the success and impact of activities.

Ideal Candidate Qualifications and Qualities

- At least three years of experience with community organizing and working alongside underserved and underrepresented communities
- Experience in social media, content creation, and digital campaigns.
- 2-3 years experience in marketing, design, or related field
- Proven experience in managing social media accounts and creating content.
- Proficiency in graphic design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or Canva.
- Strong writing and editing skills, with experience producing newsletters and promotional content.
- Highly organized and capable of managing multiple projects.
- Photography and video editing skills are a plus.
- Exceptional organizational and project management abilities.



**Casa Familiar
Marketing Manager
January 2025**

- A passion for community engagement and alignment with Casa Familiar's mission.
- Bilingual in Spanish and English preferred

Salary Range: Starting at \$65,000 (salaried position)

Location: San Ysidro, California

Reports to: Advocacy & Community Engagement Officer

Additional Information:

This position requires sitting at a desk or workstation, walking, standing, climbing stairs, hearing, speaking, being able to lift to 25 lb., and being able to drive to do other errands pertaining to organizational operations. A background check is required. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire. Casa Familiar is an equal employment opportunity employer. Casa does not and shall not discriminate based on race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Benefits Summary:

- Medical, dental, vision, and life insurance
- 403(b) Retirement – Casa contributes 3% of your annual income
- 403(b) Retention Benefit – additional contributions are given based on years of service: 10 years \$5K, 16 years \$10K, 21 years \$15K, 26 years \$20K
- Annually - PTO 5 paid days off (1st year), 8 hours a month of sick leave (12 sick days a year), 12 paid holidays, 6 paid wellness days, paid winter break (Dec. 23 – Jan. 3, but dates may vary slightly - this break is subject to change if business needs change)
- Bereavement - up to 5 days
- Jury Duty - up to 3 days
- Employee Assistance Program (EAP)

How to Apply:

To apply, please send your resume via to hr@casafamiliar.org and include your first and last name along with the position title for which you are applying in the subject line of the email.

Casa Familiar is an equal opportunity employer and strongly encourages applications from individuals of diverse backgrounds.



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