



## **Amplify Our Mission: Marketing & Communications Manager**

Join our team and inspire positive change through strategic marketing and communications! We're seeking a creative and equity-minded professional to lead our brand storytelling and outreach efforts.

In this highly visible role, you'll craft campaigns that increase awareness, cultivate relationships and drive engagement with our mission across Maryland. Your innovative strategies will uplift diverse voices and perspectives through compelling content across all channels.

Whether you're launching a social media campaign, redesigning the website, pitching media stories or coordinating events - you'll shape our brand narrative with an inclusive lens. Collaborating across teams, you'll ensure our messaging resonates authentically to mobilize volunteers and supporters.

### **What You'll Do:**

- Develop integrated marketing/communications plans to achieve goals
- Manage brand identity, messaging and visual assets
- Lead creative for campaigns spanning digital, print, video, etc.
- Implement innovative social media and digital marketing initiatives
- Write compelling copy for websites, ads, newsletters, media outreach
- Cultivate relationships with media, partners and local CASA programs
- Analyze metrics and provide performance reporting
- Train local programs on marketing best practices
- Represent the brand as a speaker and ambassador

### **What You'll Bring:**

- 3+ years experience in marketing, communications or related field
- Exceptional writing/editing and visual communication skills
- Expertise in content development, brand storytelling and campaigns
- Proficient with marketing technology (CMS, CRM, analytics, design)
- Demonstrated success in executing integrated marketing strategies
- Commitment to amplifying diverse voices and practicing inclusion
- Strong project management abilities to oversee complex initiatives
- Equity-minded approach to building community relationships
- Passionate about our mission supporting children and families



What We Offer:

- Salary range: \$50,000 - \$60,000 commensurate with experience
- Wellness benefits including health/dental/vision/retirement planning
- Paid holiday, personal time off
- Hybrid work model
- Robust professional development opportunities

We're committed to creating a diverse team that reflects the communities we serve. We actively celebrate a diversity of backgrounds, perspectives, and talents. Join us and be a force for positive change!

Apply today at [www.marylandcasa.org](http://www.marylandcasa.org) or email your cover letter and resume to: [laura@marylandcasa.org](mailto:laura@marylandcasa.org). No calls please.