PROJECT ROW HOUSES (PRH)

POSITION: Communications and Marketing Manager

STATUS: Full-time | Exempt

The Communications and Marketing Manager will create and implement strategies to effectively communicate the impact of our organization to a wide array of audiences. Engaging across all departments, this person will play a pivotal role in telling the story of PRH programs and initiatives by creating compelling content and managing all marketing channels. This role will also serve as the lead for our PR and media relations functions.

Project Row Houses is a community platform that enriches lives through art with an emphasis on cultural identity and its impact on the urban landscape. We engage neighbors, artists, and enterprises in collective creative action to help materialize sustainable opportunities in marginalized communities. Project Row Houses occupies a significant footprint in Houston’s Historic Third Ward, one of the city’s oldest African-American neighborhoods. The site encompasses five city blocks and houses 39 structures that serve as home base to a variety of community enriching initiatives, art programs, and neighborhood development activities. PRH programs touch the lives of under resourced neighbors, young single mothers with the ambition of a better life for themselves and their children, small enterprises with the drive to take their businesses to the next level, and artists interested in using their talents to understand and enrich the lives of others. Although PRH’s African-American roots are planted deeply in Third Ward, the work of PRH extends far beyond the borders of a neighborhood in transition. The Project Row Houses model for art and social engagement applies not only to Houston, but also to diverse communities around the world.

START DATE: As early as Jan 31, 2022

Open until filled. Candidates will be reviewed on a rolling basis.

HOW TO APPLY: Please send a cover letter, resume, and two writing samples to hr@projectrowhouses.org. Applications without cover letters and writing
samples will not be considered. No phone calls please. Applicants whose candidacy is being considered will be contacted.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Communications Strategy**

- Create and implement an annual communications plan, including a calendar, for the organization that meets strategic objectives such as:
  - Boost PRH brand awareness locally and nationally.
  - Increase event attendance & grow membership programs.
  - Support fundraising goals.
- Create and implement strategies that effectively communicate the impact of our programs to a diverse range of audiences.
- Collect and report on analytics and metrics to evaluate and drive communications initiatives.

**Marketing & Content Creation**

- Manage the PRH brand and maintain consistent messaging across all platforms.
- Manage and grow all marketing channels (social, e-newsletter, website) including content production and community management; stay on top of current trends, tools, and industry best practices.
- Manage, grow, and segment audience lists in PRH database.
- Maintain the PRH website, ensuring that all content is up-to-date and working across departments to make sure information is being communicated effectively to the public.
- Proofread and edit content produced by other staff.
- Document all PRH events by coordinating photo and video assets.
- Support PRH events including but not limiting to publicizing the event, creating materials for the event, and ensuring there is a visual brand presence.

**PR & Media**

- Cultivate relationships with local and national media outlets and pitch story ideas on a regular basis.
- Draft press releases, create press packets, and obtain appropriate approvals before distributing.
- Serve as the primary point of contact for press and media inquiries.
- Respond to research requests from students, artists, and academics.
- Develop messaging and talking points around key initiatives.
Proactively seek out opportunities for PRH staff and leadership to be featured in conferences, speaking engagements, articles, and the marketing channels of other mission-aligned organizations.

Train team members for media appearances.

Design & Project Management

Lead all design & production efforts (print & digital) required to support programs, special events, fundraising, and exhibitions including items such as invitations, signage, outreach materials.

Responsible for project managing all publication projects including but not limited to the annual impact report, maps and brochures for visitors, and mail campaigns.

Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Highly organized and detail-oriented.
- Ability to organize their own assignments, manage competing priorities, and meet deadlines.
- Excellent written and oral communication skills, with special attention paid to spelling and grammar.
- Skilled at project management.
- Ability to cultivate relationships with a diverse range of individuals and stakeholder groups.
- Strong cultural competency and interpersonal skills.
- Ability to work independently as well as collaboratively.
- Excellent computer skills, including advanced use of Microsoft Office Suite, and the ability to learn new technologies.
- Exercise sound judgement and maintain confidentiality with sensitive information.
- Passion for the mission, vision, and values of Project Row Houses.

EDUCATION/EXPERIENCE:

Minimum qualifications:

- Bachelor's Degree in communications, marketing, public relations or a related field.
- 3-5 years of experience as a communications, marketing, or PR professional.
Mastery of Adobe Creative Suite with a strong design sensibility.
Previous experience creating compelling content, managing social channels and email marketing (Mailchimp, Klaviyo, etc)
Previous experience with Salesforce (or other CRM).

Preferred qualifications:

- Experience in a non-profit setting strongly preferred.
- Graphic design experience.
- Photography and/or videography experience
- Event production experience.

WORKING CONDITIONS: (PHYSICAL DEMANDS, TRAVEL, HOURS, AND ENVIRONMENT)
- This is a full-time (40 hours), exempt, salaried position, with benefits.
- Characterized as primarily sedentary work requiring exertion up to 10 pounds of force to lift, carry, push or otherwise move objects.
- Must be able to visually identify colors and design.
- PRH is currently operating on a hybrid schedule; this position is expected to be in the office at least two days per week. PRH is regularly monitoring local COVID-19 conditions and will adjust its operating model accordingly.
- Some duties will be performed in a traditional office environment; duties may also be conducted in a variety of traditional and nontraditional community settings.
- Some evening and weekend work may be required.

ORGANIZATIONAL RELATIONSHIPS
DEPARTMENT: Development
REPORTS TO: Director of Development
SUPERVISES (if any): N/A
SUPPORTS: All departments

PRH is an equal opportunity employer in all positions, programs and services without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.