



HOMEBOY
INDUSTRIES

JOB POSTING

Date Posted: May 3rd 2022	Date Expires:
Position title: Marketing Manager	Reports to: Director of Marketing
Department: Marketing	Status: Full Time
Position type: Snr Staff	Relevant work experience: 4 years

Marketing Manager, Social Enterprises

Job Summary

Homeboy Industries, the largest gang rehabilitation and re-entry program in the world, is seeking a Marketing Manager for Social Enterprises. The Marketing Manager for Social Enterprises is a key member of our marketing team who will be critical in developing and implementing strategies and tactics as we continue to expand Homeboy Industries Social Enterprises. We are seeking a mission-focused and dynamic marketer to drive planned growth while building on our mission-focused, people-centered brand. Reporting to the Director of Marketing, this is a high-impact position that offers the right individual the opportunity to work closely with the CEO, COO, VP of Social Enterprise and other organization leaders to advance the mission of Homeboy Industries.

Key Responsibilities

- Develop marketing strategies and tactics to enable social enterprises to achieve growth objectives.
- Assess and develop ecommerce platform and distribution channels to drive revenue growth in B2B and B2C marketplaces.
- Collaborate with internal and external creative partners to build social enterprise brands through impactful in store collateral and social media content.
- Work with social enterprise leadership to assess and develop collaborations with corporate partners to expand product offerings that align with brand identity.
- Work closely with social enterprise business development team to support their outreach with targeted communications and sales collateral.
- Partner with IT team to develop sales and distribution metrics/reports to help identify trends and growth opportunities.

Required Knowledge, Skills, and Abilities

- A passion for Homeboy Industries mission and social impact marketing
- At least five years in B2C and B2B marketing environments with a consumer-packaged goods focus

- A keen understanding and experience in leveraging KPIs and business metrics to drive revenues and general brand awareness.
- Familiarity and/or experience in the sectors of restaurant/catering, food packaging and distribution, apparel, and/or the green economy a plus
- Experience managing agencies and various marketing vendors
- Community-minded; strong interpersonal skills
- Self-starter with an ability to work independently and as part of a team
- Ability to prioritize and manage several milestones and projects efficiently and effectively
- Superior organizational, time management, oral and written communication skills
- Ability to generate interest in the organization and foster positive, meaningful relationships with key constituents
- Strong attention to detail while being able to think strategically and understand the larger vision
- Technologically savvy, including the use of social media, website CMS, email marketing
- Proficient using MS Office, Google suite

Recommended Knowledge:

- Bachelor's degree in Business, Marketing, or related field
- Experience working with marketing agencies
- Small business program, community organizing/grassroots promotions experience a plus
- Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, InDesign, Reader)
- Basic video editing skills (iMovie or Premiere)
- Basic photography/photo editing skills
- Twitter, Facebook, Instagram, LinkedIn, YouTube best practices
- Data Analytics
- Mailchimp