



Community Engagement Manager

Location:

Lawrenceville, NJ

Position Type/Classification:

Full-Time/Exempt

Reporting to:

Director of Development

Compensation:

\$68,000-\$73,000/annually

Organization Overview

Since its inception over 30 years ago, HomeFront has worked to break the cycle of poverty and end homelessness in Central New Jersey, serving tens of thousands of Mercer County, New Jersey families. In the past year alone, 16,805 unique individuals came to for shelter, food, and life-changing assistance. Started by volunteers providing meals for families living in welfare motels in and around Trenton, HomeFront has since developed a holistic array of services for clients who are experiencing homeless, facing complex barriers to economic opportunity, or working hard to make ends meet.

Our work is best captured by our mission statement:

HomeFront's mission is to end homelessness in Central New Jersey by harnessing the caring, resources, and expertise of the community. We lessen the immediate pain of homelessness and help families become self-sufficient. We work to give our clients the skills and opportunities to ensure adequate incomes, and we work to increase the availability of adequate, affordable housing. We help homeless families advocate for themselves individually and collectively.

Job Summary/Objective:

HomeFront is currently seeking a dynamic team-player and seasoned manager to serve as their **Community Engagement Manager**. The Community Engagement Manager will lead a group of talented individuals and oversee HomeFront's robust volunteer program, in-kind donation program, and their marketing and communications. He/she/they will be responsible for the planning, development and implementation of an innovative community engagement strategy and initiatives focused on amplifying the importance of HomeFront's work in the community. Additionally, the Community Engagement Manager will serve as the marketing and communications specialist, producing three newsletters annually, creating powerful content to share on social media, and maintaining relationships with local press.

The Community Engagement Manager reports to the Director of Development. The ideal candidate is passionate about serving families impacted by poverty and homelessness, energetic, comfortable communicating professionally, and has experience managing individuals.

Essential Job Functions/Responsibilities:

Community Engagement:

- Support a team of five talented individuals including our Volunteer Services Manager, Give Goods Coordinator, Graphic Designer, Community Engagement Data Manager, and the Community Engagement Events Specialist.
- Develop and implement a comprehensive community engagement strategy in partnership with the Director of Development, Chief Executive Officer, and other key stakeholders.
- Recommend and advance creative initiatives to engage new communities and reengage places of worship, civic groups, and corporations. Build and steward relationships with external supporters.
- Provide strategic vision, oversight and supervision of community engagement related efforts including but not limited to HomeFront’s volunteer program, in-kind donation program, and marketing and communications.
- Serve as organizational point of contact for new community partnerships, and events and coordinate initial communications between new external contacts and organization’s leadership team.
- Collaborate with the Community Engagement Event Specialist and Director of Development on fundraising and “friend-raising” events.
- Conduct regular community engagement open houses, both virtually and in-person, and invite stakeholders to learn more about HomeFront’s work.
- Design and manage organizational event calendar for external events and facilitate staff attendance for events. Represent HomeFront at community events, fairs, and festivals.
- Support fundraising goals by exploring new funding opportunities and event sponsorships.

Marketing and Communications:

- Own and execute social media strategy across channels as the primary drivers of HomeFront’s messages, appeals, and website traffic—and critical platforms for building brand and issue awareness.
- Publish a variety of digital content with a focus on producing engaging webpages that are visually appealing and provide an overall rich experience for donors and visitors. Manage all posting to ensure content is on-brand and search-optimized.
- Develop and execute social media campaigns for Giving Tuesday, four major drives, and other special events and campaigns.
- Create content for social media accounts and post regularly on each account.
- Manage social ad campaigns and other promotions; track and share results for continuous improvement to targeting and segments.
- Identify content and produce monthly news stories for press and media. Develop and strengthen relationships with local media outlets.
- Identify content and write three printed newsletters and six e-newsletters with the Director of Community Engagement and CEO annually.
- Measure and track the effectiveness of marketing and communications plans and initiatives.
- Engage Program Managers to capture client success stories.

Required Competencies:

- Ability to build enduring relationships between community and HomeFront
- Excellent communication skills demonstrating professionalism and respectfulness both orally and in writing under all circumstances
- Strong leadership and organizational skills

- Ability to work independently
- Excellent interpersonal skills
- High degree of self-initiative
- Strong time management skills
- Commitment to team success
- Basic database management and proficiency in Microsoft Word, Excel, PowerPoint, Outlook

Minimum Requirements:

- Bachelor's degree
- 3+ years of experience in marketing and communications or community engagement-related work
- Proficient in WordPress, Facebook, Instagram, and LinkedIn
- Experience managing a diverse group of individuals

Travel:

Minimal travel to meetings may be required

Physical Demands:

- This job operates in an office setting using standard office equipment such as computers, phones, calculators, copiers, fax machines, and file cabinets
- Ability to sit, stand, walk, climb steps, bend, and lift files

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Duties, responsibilities, and activities may be added or changed at any time.

Disclaimer:

This position description neither constitutes a contract of employment nor is designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice. Company may exercise its employment-at-will rights at any time.

HomeFront, Inc. is an equal opportunity employer. We welcome employees and prospective employees without regard to race, religion, national origin, gender, age, disability, marital status, gender identity or expression, sexual orientation or veteran status.