



**POSITION DESCRIPTION**  
**MARKETING & COMMUNICATIONS MANAGER**

**OPPORTUNITY:**

Neighbor to Neighbor seeks a part-time Marketing & Communications Manager to serve as a key leadership team member responsible for advancing the organization's visibility, engagement, and impact through strategic communications and marketing initiatives. The Marketing & Communications Manager will oversee all aspects of the organization's communications efforts, including brand management, digital and print communications, storytelling, community outreach, media relations, content creation, and stakeholder engagement. The position's primary responsibility is to strengthen awareness of Neighbor to Neighbor's mission, deepen relationships with supporters and community partners, and elevate the organization's voice as a leader in dignified food access.

The successful candidate will work closely with the Executive Director, Fund Development Manager, and 10 program staff to develop and execute integrated communications strategies that support fundraising, advocacy, volunteer engagement, and organizational growth. The individual will build meaningful connections with donors, volunteers, clients, and community stakeholders while creating compelling content that highlights Neighbor to Neighbor's impact. This position reports to the Executive Director.

**ABOUT THE ORGANIZATION:**

Neighbor to Neighbor is a volunteer-based, non-profit organization that strengthens the Greenwich community by providing access to nutritious food, clothing, and other essentials in an atmosphere of kindness and respect. Neighbor has served the community for 50 years and we seek to ensure low-income individuals have access to nutritious food and to alleviate the negative effects of poverty within our community. For more information, visit <https://www.ntngreenwich.org/>

**RESPONSIBILITIES:**

**Brand Marketing & Earned Media**

- Strengthen Neighbor to Neighbor's brand awareness and communicate its mission and impact to key audiences.
- Lead the editorial strategy for the blog and e-newsletter, including content planning, audience segmentation, testing, and performance optimization.
- Secure earned media opportunities by pitching stories, placing op-eds, and cultivating relationships with local reporters and editors.

- Develop media materials, including press releases, advisories, talking points, media pitches, and messaging toolkits.
- Support organizational events through promotional content, sponsor communications, and on-site marketing support.
- Manage and maintain the organization’s WordPress website, coordinating with external vendors as needed.
- Track and analyze marketing and communications performance, providing recommendations for continuous improvement.

### **Social Media Strategy & Execution**

- Develop, create, and publish engaging content across Neighbor to Neighbor’s social media channels, primarily Facebook and Instagram.
- Maintain a strategic content calendar aligned with campaigns, events, fundraising initiatives, and seasonal opportunities.
- Expand reach and engagement through creative content, strategic partnerships, influencer collaborations, and targeted paid promotions.

### **Content Development**

- Create compelling visual and written content, including infographics, short-form videos, impact stories, blog posts, newsletters, and marketing collateral.
- Lead production of the annual report and other key organizational publications.
- Build and maintain a library of client, volunteer, donor, and community stories, photos, and multimedia assets for use across channels.

### **Executive Visibility & Thought Leadership**

- Elevate the Executive Director’s profile as a spokesperson and advocate for Neighbor to Neighbor through LinkedIn strategy, media engagement, speaking opportunities, thought leadership content, and message development.

### **QUALIFICATIONS:**

The ideal candidate will embody the values of Neighbor to Neighbor and with a humble spirit, bring a strong commitment to the mission through leadership and strategic insights with the following skills and characteristics:

- Deep experience with nonprofit storytelling and donor-facing communications
- Sound judgment and sensitivity when communicating about complex topics such as food insecurity, client dignity, and community need
- Proven media relations experience: pitching stories, placing op-eds, and working with local reporters and editors
- Proficiency in social media platforms, including Facebook, LinkedIn, and Instagram
- Basic graphic design skills and comfort with Canva or equivalent tools

- Basic digital marketing knowledge; experience with Constant Contact, paid social, or Google Ad Grants a plus
- Familiarity with email marketing best practices: segmentation, CTAs, open rate, and click-through rate optimization
- Comfort with or willingness to learn Bloomerang (or similar CRM), WordPress, and workflow tools such as Asana or Trello
- Commitment to the mission and vision
- Willingness and ability to act as part of a diverse team
- Flexibility, creativity, sense of humor, and ability to work independently
- Excellent writing skills

### **COMPENSATION AND BENEFITS:**

This position is a part-time nonexempt, salaried position. The salary is \$48,000. Part-time employees are eligible for paid holiday time and PTO. In addition, Neighbor to Neighbor contributes to a 401K plan.

The Marketing & Communications Manager is expected to work regular on-site business hours (approximately 25 hours per week) in Greenwich with some evening and weekend time for community and donor events. The schedule is flexible, and some remote work is possible.

### **EQUAL OPPORTUNITY EMPLOYER:**

Neighbor to Neighbor provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetic information, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

### **TO APPLY:**

The search is being conducted by The Strategy Group. Please submit a resume and a compelling letter of interest via email. All cover letters and resumes should be sent as **ONE PDF DOCUMENT** titled “**Last Name Cover Letter and Resume**” to [nonprofitjobs@thestrategygroupllc.org](mailto:nonprofitjobs@thestrategygroupllc.org). Please title emails as **NEIGHBOR SEARCH in the Subject Line**. Resumes will be accepted until the position is filled.