

Position Title: Marketing Manager

Organization: The Project With A Purpose Inc

Location: Remote

Reports To: Chief of Operations

Position Type: Volunteer

Position Summary:

The Marketing Manager is responsible for developing and implementing marketing and communication strategies that increase visibility, engagement, and support for The Project With A Purpose Inc.

This role plays a key part in promoting the organization's mission to support veterans and their mental health, building relationships with corporate sponsors, and coordinating campaigns that drive community awareness and fundraising success.

Key Responsibilities:

- Marketing & Communications
- Develop and execute marketing plans that promote the organization's programs, events, and initiatives.
- Create and manage content for social media, website, newsletters, and press releases.
- Maintain brand consistency and a professional, mission-driven public image.
- Collaborate with leadership to design promotional materials and storytelling campaigns.

Corporate Sponsorship & Fundraising Support

- Work with the Chief of Operations and Fundraising Coordinator to develop marketing materials and campaigns that attract and retain corporate sponsors.
- Highlight sponsor partnerships across social media and marketing channels.
- Support donor and sponsorship recognition efforts through digital and print media.

Event Promotion

- Lead marketing efforts for community events, fundraisers, and outreach programs.

- Coordinate media outreach, advertising, and public relations to increase event participation.
- Capture and share photos, videos, and success stories to promote engagement.

Analytics & Growth

- Track and analyze marketing performance across platforms.
- Adjust strategies based on engagement, growth, and outreach metrics.
- Identify new marketing opportunities and community partnerships.

Qualifications:

- Experience in marketing, communications, or public relations (nonprofit experience a plus).
- Strong writing, design, and social media management skills.
- Familiarity with digital marketing tools (Canva, Mailchimp, Meta Business Suite, etc.).
- Excellent communication, creativity, and organizational skills.
- Passion for serving veterans and supporting community-based initiatives.

Preferred Skills:

- Experience with sponsorship or donor campaigns.
- Graphic design or content creation experience.
- Knowledge of SEO, social media analytics, or ad management.

How to Apply:

Interested candidates should email a resume and brief cover letter to theprojectwithapurpose@gmail.com with the subject line: Marketing Manager Application.