



### ***Digital Marketing Manager***

Are you passionate about sharing and promoting family values? Do you enjoy creating material and graphics to advocate for life, liberty, and family? This is the job for you!

The Family Foundation is a non-profit, faith-based organization dedicated to equipping citizens throughout our Commonwealth to advocate for policies—at both the state and local level—that reflect biblical principles and help families thrive. We are uniquely positioned at the center of a national, state, and local coalition, which includes being associated with Focus on the Family. Learn more about our mission and core principles.

**Primary Responsibilities:** The Digital Marketing Manager is primarily responsible for creation and placement of content and graphics that reach Family Foundation’s constituents in a consistent and high-impact manner. This position would implement a seamless and organized method for the creation, scheduling and placement of branding/promotional materials across Family Foundation’s platforms, including web, social and email—in addition to promotional materials/packets designed to empower our supporters to raise awareness in their communities or spheres of influence (see specific details under Brand Asset Management section). This role is essential to aiding ministry growth through implementation of an effective marketing strategy based on direction from supervisors and available marketing data and analytics. The Digital Marketing Manager reports to the VP of Grassroots and Communications Strategies.

This is a very rewarding position for a job candidate interested in the political arena and supporting the strong pro-family movement in Virginia. A competitive salary, benefits and parking are offered--plus a pleasant, professional work environment located in downtown Richmond two blocks from the Capitol. Candidates who are interested in a hybrid work schedule are also encouraged to apply. Responsibilities for this role include, but are not limited to:

#### **Brand Asset Management:**

- Creation of promotional material and marketing of events, including but not limited to:
  - Development
    - Gala
    - Spring fundraising receptions
    - Semi-Annual Advisory Council events
  - Church Ambassador Network
    - Semi-Annual Pastor Summit
    - Pastor Tour
    - Locality-based small gatherings
  - Grassroots
    - Mama Bear Advocacy Day
    - Annual Virginia March for Life (in partnership with other entities)
    - Speak Up! Virginia Podcast

- Policy and Student Programs
  - Legislative/Coalition Receptions
  - Equip Worldview Academy
- Founding Freedoms Law Center
- Implement marketing campaigns that center around policy and/or grassroots initiatives.
- Oversee website content management, accessibility and appeal.
- Daily management of social media channels
  - Creation of graphics and video content as needed.
- Implement/manage segmented email branding for TFF's subdivisions such as FFLC, Speak Up! Virginia, Equip Worldview Academy, etc.

**Qualifications:**

- Strong work ethic
- Spiritual maturity and a biblical worldview (agreement with TFF's statement of faith and principles)
- Ability to multitask, work well both independently and as part of a team.
- Must be detail oriented.
- Proficiency required in Microsoft Office suite, Gmail, and Internet
- Proficiency expected in major social media platforms including Facebook, Instagram, and X
- Graphic Design competence required with preference for users of tools like Canva or Adobe
- Excellent oral communication skills required.
- Database experience preferred.
- Camera and Videography skills preferred.

How to Apply:

Qualified candidates should submit the following application materials in one PDF file.

- Resume
- Cover Letter detailing your interest in the position and TFF's mission.

Additional Materials:

- Portfolio

Application materials and questions can be directed to Faith Hofma at [faith@familyfoundation.org](mailto:faith@familyfoundation.org). While we thank all applicants in advance for their interest in this position, we are only able to contact those to whom we can offer an interview.