



POSITION DESCRIPTION

Job Title:	Marketing Manager
Position Type:	Full-Time, Salaried
Location:	Remote
Salary Range:	Salary commensurate with experience

Stop the Addiction Fatality Epidemic (SAFE) Project is a national 501(c)(3) nonprofit working through a collaborative, multi-pronged, and non-partisan approach to end the nation's catastrophic addiction epidemic.

Nearly 108,000 people died from an overdose in 2021 alone—the highest number of overdose deaths ever recorded. With stigma remaining the #1 barrier for people seeking help, SAFE Project is on a mission to end stigma, inspire action, and, ultimately, save lives.

SAFE Project seeks an experienced Marketing Manager in a new role to coordinate the most impactful messages with the broadest dissemination to the most vulnerable segments of the public. The Manager will also coordinate with subject matter experts to leverage available information to analyze the impact of program performance versus goals.

Success in this role will be determined by demonstrating a keen understanding of the key messages and their importance; discerning the most important audiences for each message; creatively producing content in support of the messages; finding the most impactful mediums for delivering of the messages and the ability to adjust the delivery to ensure effectiveness based upon feedback and analytics. The creativity and strength of the messages, number and quality of exposures the messages achieve, and their cost-effectiveness will all be critical factors in achieving success in this position. Due to the importance of this work, this position could involve working with (and accepting mentorship from) a national ad agency (to be determined).

The ideal candidate must be passionate about our mission and understand the urgency our organization carries.

Interested candidates should send their resume and cover letter to careers@safeproject.us.

Key Responsibilities

- Creatively develop and shape the organization's messages for mass marketing, and contribute to increasing SAFE Project's visibility across the nation.
- Frequently evaluate and report quantitative and qualitative analysis of all marketing-related activities and provide context as well as adjustments based upon how the activities perform in relation to overall organizational goals.
- Work with SAFE Project's Communications team and Program Directors to assist in the creation of strategic communications plans, while also overseeing the creation and implementation of complementary marketing plans.



- Assist in the development of SAFE Project’s digital marketing plan, to include social media, email marketing campaigns and digital ads, and execute the plan alongside the Communications team.
- Assist in ensuring digital design relevancy, accuracy, and alignment with the organization’s brand identity.
- Collaborate with SAFE Project leadership to gain critical insights, establish a budget, ensure connectivity across the organization, and review key messaging strategies.
- Continuously assess marketing efforts based on research, trends, successes, and qualitative analysis.
- Conduct and analyze consumer research, account, and campaign audits to better understand the effectiveness or ineffectiveness of our communication efforts.
- Manage and implement creative marketing plans that include: A/B testing to determine effectiveness of messaging; quantitative and qualitative analysis of metrics; and outreach and conversations to expand SAFE Project’s messaging footprint.

Requirements

- 4+ years of experience in marketing, digital marketing, communications, or related work, ideally with experience in an "in-house" role within a complex nonprofit entity, covering areas such as email marketing, content marketing, marketing materials, and social media.
- Superior writing skills, to include content generation and the ability to edit materials prepared by others to ensure high-quality deliverables.
- Experience with programs and web apps such as Mailchimp, Salesforce (or equivalent platform), Adobe Creative Cloud applications Photoshop, Illustrator, etc. a plus.
- Proficient in AP writing style, traditional and emerging trends in public relations, advertising, marketing, and social media. **Graphic design experience a plus.**
- Bachelor's degree or 4+ years of relevant experience, required.

SAFE Project recognizes the impact that poverty, racism, trauma, discrimination, and other social inequities has had on the addiction fatality crisis. As an organization, we believe the solutions to these crises will come from working alongside those most impacted. As such, we encourage applications from members of the recovery movement, historically underrepresented racial/ethnic groups, women, individuals’ with disabilities, veterans, LGBTQ community members, justice-involved and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.