



**Title:** Copy & Creative Services Manager

**Pay rate:** DOE

### **Summary**

The Copy & Creative Services manager works under the supervision of the Director of Strategic Initiatives and with key stakeholders to conceptualize write and guide design or design a variety of advertising and marketing products including but not restricted to print, direct mail, broadcast, and video, digital, social, print and outdoor.

**Duties and Responsibilities:** include the following. Other duties may be assigned.

- Leads concept development and copywriting both independently and in partnership with key stakeholders
- Executes digital design if capable or collaborates in digital design and production
- Assists in marcom program planning, execution and results tracking
- Project bidding and vendor management
- Develops creative platform statements identifying target audience(s), objectives and value proposition
- Works within budgets
- Maintains inventory of promotional materials and sales packages.
- Recognizes advertising, marketing and branding opportunities and translates them into creative concepts
- Compiles presentation decks for internal and external review
- Compiles, prepares and distributes monthly and quarterly reports
- Executes ideas using a variety of tools and resources

### **Qualifications**

- Bachelor's degree and at least 1 year of relevant agency or corporate creative group or equivalent internship experience OR a high school diploma with at least 4 years of relevant agency or corporate creative group or equivalent internship experience.
- Strong portfolio and writing skills
- Effective handling of multiple assignments in a fast-moving environment
- Comfortable with and receptive to feedback; desire to quickly address feedback
- Basic understanding of how a campaign integrates across all channels—video, digital, social, print and beyond
- Flexible work schedule, may require evening and weekends
- Competent in MS Office software
- Proficient computer skills in relevant art and design software packages, preferred



## **Organization Description**

The mission of Saint John's Program for Real Change is to unleash the potential of mothers in crisis to improve their quality of life and enrich the lives of their families.

Saint John's operates the largest shelter program in Sacramento County, and the only one focused exclusively on homeless mothers and children - the most rapidly rising segment of the homeless population nationally. Established as an emergency shelter in 1985, Saint John's now provides not only shelter, it provides a hand up and out of poverty through a trajectory of services focused upon preparing them for employment and self-sufficiency. Included in this continuum are three housing programs and three social enterprises.

*Saint John's Program for Real Change is an equal opportunity employer.*

## **To Apply:**

If you meet the qualifications described herein, please submit in your resume/cover letter using the link provided:

<http://hrtogo.agileats.com/CareerPortal/JobDetail.aspx?RequisitionId=11899&SourceId=1307>