



## **Marketing Manager**

Location: Statesville, NC (some travel required)

Salary Range: \$60,000 – \$75,000 (commensurate with experience)

Organization: Purple Heart Homes

Reports To: Vice President of Philanthropy & Marketing

### **About Purple Heart Homes**

Purple Heart Homes (PHH) is a national nonprofit founded by Veterans for Veterans, dedicated to providing safe, accessible housing solutions and community connections for service-connected disabled Veterans of all generations. With more than 1,600 projects completed nationwide, PHH continues to grow through innovation, collaboration, and compassion.

### **About the Role**

The Marketing Manager serves as Purple Heart Homes' internal lead and coordination hub for all marketing requests, ensuring a consistent, high-quality flow of content, data, and insights across the organization to PHH's external marketing agency.

This role functions as PHH's content and coordination engine—collecting, shaping, prioritizing, and routing newsworthy updates from across teams while equipping the marketing agency with timely, complete, and brand-ready information (including Veteran stories, program milestones, event outcomes, fundraising opportunities, and partner/sponsor highlights). The Marketing Manager supports a cohesive national brand and thrives in a fast-paced environment requiring strong judgment, agility, and follow-through. This role operates with a high degree of autonomy under the guidance of the Vice President of Philanthropy and Marketing.

### **Key Responsibilities**

- Serve as the primary point of contact to PHH's external marketing agency, providing clear context, complete inputs, and timely follow-through.
- Serve as the primary internal point of contact for marketing requests, intake, and prioritization.
- Maintain a simple, team-friendly content intake process and a marketing editorial calendar aligned with organizational priorities.
- Source, package, and curate content across teams (Veteran stories, program outcomes, events, fundraising efforts, partner/sponsor features).
- Package brand-ready content (draft copy, photos, videos, permissions, timelines, approvals) for agency execution.
- Support marketing and communications needs for PHH teams, chapters, and signature events.

- Maintain accurate marketing records and tagging in Salesforce and related systems to support continuity, reporting, and performance tracking.
- Foster cross-department collaboration to surface timely, relevant, and high-impact stories.
- Play a key role in maintaining and strengthening PHH's national brand across platforms, teams, chapters, and partners.
- Help maintain consistent national brand presentation through appropriate use of templates and assets.
- Perform other duties as assigned in support of Philanthropy & Marketing success.

## What Success Looks Like

- Consistently provide complete, timely, and brand-ready inputs to PHH's marketing agency.
- Maintain organized, accurate marketing records that support continuity and reporting.
- Deliver a steady cadence of mission-driven storytelling across PHH.
- Consistently and effectively collaborate with internal teams and external partners, demonstrating reliability and responsiveness.

## Abilities & Technical Skills

- Excellent written, verbal, presentation, research, problem-solving, and time management.
- Strong organizational and relationship-building skills with attention to detail.
- Ability to work within tight timelines, adapt to shifting priorities, and balance short-term needs with longer-term strategic initiatives.
- Demonstrated ability to learn quickly and adapt—with curiosity and initiative to master new tools, platforms, and approaches in a fast-paced environment.
- Proficiency and day-to-day agility with PHH's marketing and communications tools, including: Salesforce (strongly preferred), Microsoft Office (especially PowerPoint), social media content creation and scheduling tools, email/direct mail platforms (Mailchimp or similar), project management tools (Monday.com and/or Zoho), media monitoring/PR tools (e.g., Meltwater), and fundraising platforms (Classy/GoFundMe Pro preferred).
- Demonstrated commitment to PHH's culture of professionalism, accountability, teamwork, adaptability, and other Knowledge, Skills, and Abilities (KSAs) required of all employees.

## Qualifications

- Bachelor's degree or equivalent combination of education and relevant professional experience in marketing, communications, or related field.
- 3–5+ years of experience in marketing or communications (nonprofit or mission-driven environment a plus).
- Experience collaborating with agencies, vendors, and cross-functional internal teams.
- Strong short-form writing and editing skills; comfortable coordinating across multiple stakeholders.
- Passion for serving Veterans and alignment with PHH's mission and values.

## Why Join PHH?

This role is ideal for a marketing professional ready to step into broader ownership and coordination responsibilities within a mission-driven organization making a national impact for Veterans and their families. PHH offers competitive compensation, a comprehensive benefits package—including a Qualified Small Employer Health Reimbursement Arrangement (QSEHRA) and paid time off—and a supportive, mission-driven team environment.

## How to Apply

Qualified candidates should submit a resume, cover letter, and list of references via the “Careers” link located on the Purple Heart Homes website [<https://www.purplehearthomesusa.org/careers/>].

Purple Heart Homes is an equal opportunity employer.