

MOTHERS' MILK BANK CALIFORNIA



Communications Manager

Our **Communications Manager** plays a critical role in providing the marketing strategies that promote life-saving donor human milk to infants in need and that makes a difference in the lives of infants and their families. You would develop and implement an integrated marketing strategy that promotes Mothers' Milk Bank (MMB) California's mission and vision. Working closely with the management team, you are pivotal in ensuring all marketing efforts are aligned with MMB's goals and that our voice and brand is consistent across all channels.

About Mother's Milk Bank

Located in San Jose, California and founded in 1974, we are the oldest operating non-profit milk bank in the United States. We are a nonprofit organization dedicated to providing life-saving donor human milk to infants in need, especially those who are premature or medically fragile. We believe that every infant deserves the best possible start in life to improve the health and survival rates of infants by ensuring access to safe and consistent donor human milk. Learn more about us at <https://mothersmilk.org>

Important Details:

- **Compensation:** \$87,000 - \$91,000 annual; depending on experience
- **Benefits:** Medical, Dental, Vision, Disability, Paid Vacation / Sick Leave, 10 Holidays, Simple Retirement Account
- This is a full-time position with an opportunity to work one day a week from home

Responsibilities:

- Develops and executes comprehensive and integrated marketing strategies
- Oversees content marketing initiatives, including creation and distribution of content across various channels such as blogs, newsletters, website, etc.
- Works with MMB staff, partners, directors and stakeholders in areas of enterprising story ideas, story development, writing and story presentation and builds an informed and inspired audience
- Manages media relations activities; writes press releases; handles media inquiries; builds relationships with key media outlets
- Leads social media strategy and execution; ensures a consistent brand voice and engaging content across platforms that inspires lactating individuals to become milk donors
- Manages publications and collateral development; ensures materials are accurate, timely, and aligned with brand messaging, including the annual impact report, guides to donor human milk, and MMB's monthly newsletter
- Collaborates with internal teams and consultants to ensure marketing communications efforts support fundraising initiatives, milk donor engagement, and public relations goals
- Monitors and analyzes marketing performance metrics; makes data-driven decisions to optimize strategies and improve campaign effectiveness.
- Supervises and mentors a team, including a Digital Marketing Specialist, Outreach Specialist, Hospitals Program, Social Media Specialist; provides guidance and support for professional development and project execution

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Qualifications:

- Strong commitment to the mission of Mothers' Milk Bank
- Bachelor's degree in Marketing, Communications, or related field; Master's degree ideal
- Minimum of 5 years' experience in communications with a track record of developing and implementing successful marketing strategies.
- Strong understanding of content marketing, media relations, social media, and publication management.
- Ability to execute and develop brand compliant content and engaging storytelling
- Excellent written and verbal communication skills, with the ability to craft compelling messages and narratives.
- Experience in managing direct reports and collaborating effectively with cross-functional teams.
- Ability to thrive in a fast-paced environment, managing multiple projects and priorities effectively.
- Analytical mindset with proficiency in marketing analytics tools and platforms.

To Apply:

Please email your resume and a cover letter addressing why you are a great fit for this role to mothersmilkbankcareers@gmail.com; please put **"Communications Manager"** in the subject line.

Mother's Milk Bank California is an Equal Opportunity Employer and is committed to creating an environment of equity and inclusion. Recruiting and retaining a diverse workforce is a high priority; people of all identities, backgrounds, and cultures are encouraged to apply.