

**Status:** Full-Time, Salary  
**Classification:** Exempt  
**Reports to:** Associate Director of Program Operations

**Organizational Profile:**

Pridelines Youth Services, Inc. dba Pridelines is a rapidly growing non-profit, 501c3, organization dedicated to supporting, educating and empowering South Florida's lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) youth and community in safe and diverse spaces to promote dialogue, wellness and to foster social change.

**Position Overview:**

The Outreach and Marketing Manager ensures that the outreach conducted is aligned with current grants and contracts, reaches individuals most at-risk for HIV and other health disparities (as indicated in grants and contracts) and promotes the growth of the HIV and related services programs. This position's primary responsibilities include 1) working with the team members and the Associate Director of Program Operations to confirm the direction of outreach related to required grant and contract deliverables and 2) identifying strategies to fill gaps and meet program and department needs. This position also provides prevention education, HIV testing, outreach, and supports programming for people living with HIV (PLWH).

**Responsibilities:** Primary responsibilities include, but are not limited to the following:

**Outreach Coordination for Pridelines Services and Programs:**

- Works in collaboration with the HIV Prevention Manager to meet funding deliverables and agency goals
- Manages Outreach team members to maximize outreach efforts
- Support progress toward grant and contract deliverables by working with members to develop a monthly outreach schedule
- Develop and identify new outreach strategies for consideration by the Direct Services team
- Identify upcoming events and awareness days that align with grant and contract interventions and agency priorities
- Leads team members in the development of innovative events and activities that advance the work of the organization in addressing the social determinants of health and promoting sexual and overall health and well-being
- Assist in recruitment of participants for all programs and services

**Implementation Support of Grant-Funded Interventions:**

- As requested by team members who are leading grant-funded interventions and activities, assist with implementation of new and current interventions, including support with outreach, recruitment and delivery
- Lead the development and implementation of efficient internal referral systems from outreach to other internal programs and external referral systems, including referral tracking
- Provide, as needed, peer counseling to Persons Living with HIV (PLWH) who come to Pridelines and refer clients to case management services and other programming for PLWH

## **HIV/STI Counseling, Testing & Linkage:**

- Provide culturally competent HIV/STI counseling, testing, and linkage services, particularly to the target populations of grant-funded interventions and populations at high risk for HIV, STI and hepatitis infection and other health disparities
- Adhere to all required HIV testing and other procedures as required by the State of Florida
- Maintain adequate certifications/trainings to conduct HIV and STI counseling and testing

## **Marketing Management**

- Develop a marketing communications plan including strategy, goals, and tactics
- Direct social media platforms to engage audiences across traditional and new media
- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Create and design all materials for print and digital collateral
- Ensure projects are completed with high quality and on schedule
- Prioritize and manage multiple projects within design specifications
- Website design & maintenance

## **Documentation and Record Keeping**

- Maintain all data and records related to intervention and service delivery as required by funders, the HIV Services Department and overall Pridelines agency

## **Qualifications:**

- BA/MA degree in Marketing, Advertising, Communications, or a related discipline
  - Familiarity with, and a passion for LGBT issues
  - Proven working experience in marketing & public relations required
  - Proven track record designing and executing successful marketing & public relations campaigns at both a local and/or national level
  - Exceptional writing and editing skills
  - Solid experience with social media including blogs, Facebook, Instagram, Twitter, etc.
  - Experience building marketing programs and reporting on the results
  - Exposure to digital and direct response marketing
  - Competence as a creative writer with an eye for details
  - Strong project management skills despite frequent interruptions
  - Strong problem-solving ability, including metrics-driven thinking
  - Knowledge of layouts, graphic fundamentals, typography, print, and the web
  - Knowledge of Adobe Photoshop, Illustrator, InDesign, and other graphic design software
  - Personal qualities of integrity, compassion, positive leadership, "can-do" attitude, flexibility, a sense of humor, and the capacity to exercise discretion and independent judgment as well as work and as part of a team
- Strength in engaging individuals from target populations for grant-funded interventions and other Health Services Department activities
- Understanding of working with diverse populations that leads to client centered support services
  - Able to establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
  - Understands ethical behavior and business practices and ensure that own behavior and that of others is consistent with these standards
  - Ability to travel and/or commute locally and long distances
  - Willing to work evenings, weekends, and weekdays

- Proficient in using technology as a reporting tool and experience working with information technology staff to develop and implement program evaluation and reporting systems

Pridelines is committed to achieving a diverse workforce through application of our Equal Opportunity, Non-Discrimination and Harassment Policies in all aspects of employment including recruitment, hiring, promotions, transfers, discipline, termination, wage and salary administration, benefits, and training. We are committed to the principle of equal employment opportunities for all employees and to providing employees with a work environment free of discrimination and harassment. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status, family or parental status, age, or any other status protected by the laws or regulations in the state of Florida. All employment decisions are based on business needs, job requirements and individual qualifications. Pridelines does not tolerate discrimination or harassment of any kind.