

Αριθ. Πρωτ.: 25/10385

## **ΠΡΟΣΚΛΗΣΗ ΕΚΔΗΛΩΣΗΣ ΕΝΔΙΑΦΕΡΟΝΤΟΣ ΓΙΑ ΚΑΛΥΨΗ 1 ΘΕΣΗΣ MARKETING and COMMUNICATIONS MANAGER ΠΛΗΡΟΥΣ ΑΠΑΣΧΟΛΗΣΗΣ**

"The Home Project" (THP), a civil non-profit company, was founded in December 2016 to meet the needs of refugee children who arrive in Greece on their own. It has created and operates shelters for unaccompanied minors in Athens, where holistic child protection services are provided.

The project is expected to operate with the co-financing of the European Union from the Greece Programme - Asylum, Migration and Integration Fund and is expected to last 12 months.

The aim of the project is the operation of Shelters in which services will be offered covering the whole range of protection needs of minors, such as food, housing, education, as well as material, psychosocial, medical and legal support, and social integration services. The main guidelines for the services provided relate to the safety and protection of minors, the development of the individual's personality, his or her maturation so that he or she is able to exercise his or her rights in an informed manner and, ultimately, his or her emancipation.

In this context, "The Home Project" announces a full-time Marketing and Communications Manager position. The selected person will be employed on a 3 month contract with a possibility of renewal after evaluation. The employee will work on fixed hours, 5 days during the week at the organization's headquarters.

### **Marketing and Communications Manager (MCM)**

Reports to: Chief Development Officer (CDO)

#### **Overview**

The Marketing and Communications Manager is a key member of The HOME Project's Development team, responsible for amplifying our mission, values, and impact to a wide range of audiences - including donors, partners, and the broader public. Working closely with the Chief Development Officer, the Manager will play a central role in implementing THP's ambitious Development and Communications strategies, ensuring alignment with our brand voice and visual identity.

This role involves leading THP's communications across all channels to cultivate meaningful relationships, increase engagement, and grow our community of supporters. The ideal candidate is a creative, strategic, and resourceful communicator who thrives in a fast-paced environment. They will be responsible for creating compelling content and marketing materials, managing external communications and media inquiries, and handling the day-to-day communications functions that support THP's mission and visibility.

#### **Key Duties & Responsibilities**

##### **Overall Responsibilities:**

- Translates overarching Development and Communication strategies into actionable plans.
- Is responsible for developing and executing campaigns, initiatives and projects in line with the established brand voice and guidelines.
- Addresses queries via phone and e-mail and directs them to the respective departments.

- Completes ad hoc executive requests related to marketing and/or communication to support the smooth operation of THP.

### **Content Creation**

- Develops compelling content, such as newsletters, visuals, and dynamic multimedia, tailored to engage and grow our audience and showcase the organization's mission and impact.
  - Provides coordination and support for communication efforts related to fundraising. This may involve assisting with the development of fundraising campaigns, creating marketing materials to support fundraising initiatives, grant proposals, funding reports for donors etc., ensuring consistency in messaging across all communication channels.
- Writes and edits the content of a variety of reports and communication materials including formal letters, policy briefs etc., in both Greek and English.
- Collects, sorts, and edits visual content from the field, either in person, by visiting the shelters and attending events and activities, as well as by sourcing photos from shelter staff.
  - Coordinates the distribution of content across various channels, including the website, social media, email newsletters, and traditional media outlets.
  - Develops and implements publicity strategies for community building events.

### **Digital Communication:**

- Manages and monitors social media accounts, creating copy and visual content.
- Creates and proposes the social media plan for each week.
- Manages and updates the organization's website.
- Manages online communities through social media channels to enhance engagement and maintain a positive brand image.

### **Educational programs**

- Participates in school activities including being physically present on Saturdays at the schools to solidify good relationships and provide immediate feedback on the collaboration.
- Assists students applying to universities in the U.S. with their application strategy, personal essay and writing supplements, portfolio creation, SAT preparation, and interview preparation.

### **Requirements**

#### **Education**

- Bachelor's degree in marketing, communications, public relations, journalism or a related field
- Certifications or courses in digital marketing, social media management will be considered an additional asset

#### **Knowledge & Experience**

- Former experience in marketing or communications will be appreciated. Experience in the nonprofit sector is highly desirable.

## **Skills**

### **Technical skills**

- Excellent written and verbal communication skills in both Greek and English
- Proficient digital marketing skills
- Excellent project management skills to handle multiple tasks and projects simultaneously, while meeting tight deadlines
- Skills on data analysis
- Good IT skills (Microsoft Office, CRM and other marketing/comms platforms)
- Experience in graphic design isn't essential, but is highly desirable

### **Soft skills**

- Excellent collaboration skills
- Strong organizational skills
- Analytical thinking
- Problem solving abilities
- Advanced cultural awareness; good understanding and respect for different cultures, traditions and social dynamics
- Agility and flexibility to adapt to changing circumstances and requirements
- Passion for THP's mission and values
- High level of professionalism and integrity
- High level of self-motivation

## **EVALUATION PROCEDURE**

As a first step, you are invited to send the following to a link that will be created through Indeed <https://tinyurl.com/5n7cf9jx> :

- Detailed curriculum vitae
- Cover letter

The closing date for submissions is 04/08/2025.

Due to urgency to cover the position the organization holds the right to hire the suitable candidate before the closing date.

For any clarifications, interested candidates may send queries to [hr@homeproject.org](mailto:hr@homeproject.org) up to 3 days before the closing date for submission of applications.

Job Type: Full-time

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