



Marketing Manager

Full Time Position

Salary Range: \$75,000–\$95,000 annually

Start Date range: February 2026

This is a remote position with flexible work-from-home arrangements. Team members also have access to co-working spaces and may be asked to travel occasionally for in-person meetings and retreats.

At City Thread, marketing is about understanding people and building awareness of how our work helps communities thrive. We're seeking a Marketing Manager to lead campaigns, manage media and contractor relationships, and ensure consistent, creative storytelling across all channels. The role combines day-to-day execution with long-term strategy, aligning communications with fundraising and grant program goals. As part of a small, mission-driven team, you'll shape City Thread's communications and provide recommendations to guide our 2026 strategy.

About City Thread

City Thread is a national non-profit consulting organization that helps cities and their community partners deliver better streets, public spaces, housing, and mobility options—faster. Guided by our Playbook, City Thread combines thoughtful messaging, robust communications, and a community-centered approach to ensure that projects reflect local priorities and are completed in years, not decades.

Formed in 2022, City Thread follows a co-leadership model among its three partners and works alongside a small but committed board of directors to uphold its core values: **we trust people, we challenge systems, and we act with thoughtful ambition**. With more than 50 years of combined experience in urban planning, communications, fundraising, and community engagement, the team collaborates with coalitions of residents, leaders,

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funderson, and city staff to dismantle bureaucratic barriers, align shared goals, and move projects from concept to completion.

Responsibilities and Duties

Strategy

- Lead organizational communications and content strategy by managing contractor/vendor relationships, coordinating with internal teams, and ensuring consistent, high-quality messaging across all platforms (digital, print, PR, and media).
- Support strategic alignment of marketing and communications with fundraising, place-based goals, and program initiatives, shaping narratives that strengthen donor, board member, partner, and public engagement.
- Identify opportunities to elevate the organization's profile through storytelling, media engagement, and thought leadership.

Execution + Content

- Oversee and execute day-to-day marketing strategy and content production—managing agency partners while producing select content in-house (example: blogs, newsletter content, social media)—amplifying City Thread's mission and impact through clear, compelling storytelling
- Contribute to business development by working with the project management team to prepare proposals, scope documents, budgets, and executive briefings that position City Thread as a trusted partner to cities, coalitions, and philanthropic organizations.

Program and Fundraising Alignment

- Work with City Thread's development team to create fundraising narratives, sponsorship packages, and grant materials that align with programmatic goals, elevate City Thread's brand, and strengthen relationships with donors, sponsors, and philanthropic partners.

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- Advance City Thread's programs (Playbook, AMP, and alumni network) through messaging, recruitment, storytelling, and event communications, ensuring cities, partners, and funders remain engaged and aligned with program goals.

Required Qualifications, Skills, and Competencies

- Proven success in developing and executing marketing and communications plans and campaigns.
- Demonstrated ability to present campaign strategies, timelines, and results to internal teams and senior leadership.
- Excellent written and verbal communication skills, with the ability to adapt messaging for diverse audiences.
- Strong project management skills, including the ability to multitask, prioritize, and meet deadlines.
- Experience collaborating with and managing outside creative/marketing agencies on campaign development, creative assets, and brand messaging.
- Experience producing digital and print content (social media, newsletters, blogs, reports, websites, etc.).
- Metrics-driven marketing mindset with a strong eye for creativity and storytelling.
- Demonstrated ability to collaborate effectively with cross-functional teams and manage vendor/contractor relationships.
- Ability to work productively in a remote team environment.
- High attention to detail, ensuring editorial quality and consistency of tone, style, and message.

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- Travel is not an expected requirement for this role, though occasional opportunities may arise to participate in events, gatherings, or on-the-ground program activities.

Preferred Qualifications, Skills, and Competencies

- Established experience in marketing, business, communications, public relations, or a related field, or equivalent professional experience.
- Experience with marketing automation and CRM tools to manage campaigns, track engagement, and report outcomes.
- Background in fundraising, nonprofit, or philanthropic communications.
- Familiarity with grant writing, sponsorship materials, and donor communications.
- Demonstrated success positioning an organization in national networks or media outlets.
- Comfort working as part of a small, values-driven team.
- Proficiency with online marketing and social media strategy.
- Willingness to travel (as opportunities arise).
- Established contacts in media to strengthen outreach and earned media strategies.

Benefits

- Health & Wellness: Monthly cash stipend provided to support individual health needs, including mental, dental, vision, and disability coverage.
- Technology & Connectivity: Monthly cash stipend for phone, internet, and data service, plus an Apple laptop provided for work use.

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- Retirement: Eligibility to participate in City Thread’s 401(k) plan, with employer matching contributions.
- Paid Time Off: 15 days of prorated personal leave annually.
- Holidays & Office Closures: In addition to PTO, City Thread observes all federal holidays and provides proactive office closures—typically totaling 25–30 additional paid days off each year.
- Work Schedule: City Thread offers a 4–day work week, supporting balance, flexibility, and sustainability in how we work.

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City Thread is building a staff that looks like the communities where we work. Diversity in background, experience, and point of view strengthens our organization. We invite people of all identities to apply, and we encourage those who believe that everyone should have a say in building strong, inclusive institutions to do so.

City Thread is committed to a fair hiring process, open to everyone. If you need a reasonable accommodation to submit an application, attend an interview, or participate in any part of the hiring process, please email us at zoe@citythread.org to discuss your needs in private.

To apply:

- Email resume and cover letter to Zoe Kircos, zoe@citythread.org, with Marketing Manager Application in the subject line.
- Cover letter should be no more than two pages address the following:
 - What is most exciting or compelling to you about this position?
 - Provide one or more examples of your experience managing a set of marketing deliverables. Examples may come from managing a contractor, firm, or internal team to produce content or implement a project.
- Application deadline: November 30, 2025 at 9pm MT. Early applications are encouraged, but screening interviews will not take place until December.
- Anticipated start date: February 2026.

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