



Job Description: Communications and Marketing Manager

Location: Remote

Employment Type: Full Time

Reports to: Executive Director

About the OWASP Foundation, Inc.

OWASP® is the premiere global application security community, backed by the OWASP Foundation, Inc, which has a small global team to help manage the day to day business operations of the non profit organization.

We are actively seeking a Communications and Marketing manager to enhance our marketing messages across all digital channels, from email through social media, and at our global events, assisting the Director of Corporate Relations, the Events team, the Projects team, and the Membership and Chapters team with marketing and promoting OWASP benefits, corporate supporters, donations, events, getting involved with OWASP, and more.

Job Summary

The **Communications and Marketing Manager** plays a vital role in shaping and executing the organization's communication strategy. This individual will oversee marketing efforts, event promotion, project campaigns, and engagement with members and chapters, ensuring alignment with OWASP's mission and goals. The ideal candidate will be a creative and strategic thinker with expertise in digital and traditional marketing, social media, and content development.

Key Responsibilities

Marketing and Brand Management

- Develop and implement marketing strategies to enhance the organization's visibility and impact.
- Ensure consistent branding and messaging across all communication channels.
- Design and execute promotional campaigns for key programs, events, and initiatives.
- Utilize **Canva** to create compelling marketing and event materials.

Communications and Content Development

- Lead the maintenance of OWASP's website and ensure that all materials are of a high quality, on brand, and deliver high impact and high quality marketing messages for our various stakeholder groups, with regular new content.
- (For 2025-2026 only) Lead the marketing and communications for our 25th Anniversary, by assisting with the creation of a content calendar, impact studies, assisting with 25th anniversary events, coordinating with Corporate Supporters to market member benefits, and helping develop and market time limited merchandise.
- Develop engaging content for newsletters, email campaigns, press releases, social media, and website updates.
- Manage internal and external communications, ensuring clear, professional, and impactful messaging.
- Coordinate with leadership to craft compelling narratives that showcase the organization's work, especially impact and case studies
- Deliver an annual report by no later than the second week of each year with the assistance of the Executive Director and the Director of Corporate Relations.
- Oversee digital email marketing campaigns for member updates and engagement.

Social Media and Digital Outreach

- Develop and execute social media strategies across platforms such as LinkedIn, Facebook, Instagram, and X/Twitter.
- Create and schedule engaging content, monitor audience interactions, and track analytics using **Fedica** to optimize engagement.
- Develop multimedia content (graphics, videos, blogs) to boost engagement and reach.

Corporate Relations and Donation Campaigns

- Collaborate with the Director Corporate Relations to design marketing materials, social media strategies, and outreach plans to recruit and retain Corporate Supporters.
- Create and schedule regular donation drives throughout the year, concentrating on both financial and in kind donations.
- Manage communications for regular campaigns, coordinating with relevant stakeholders.

Event Promotion and Project Campaigns

- Lead communications efforts for events, ensuring effective promotion, registration, and attendee engagement.
- Collaborate with event teams to design marketing materials, social media strategies, and outreach plans.
- Manage communications for specific projects or campaigns, coordinating with relevant stakeholders.

Chapter and Member Engagement

- Support membership with marketing strategies, membership drives, and communication materials to developers, CTO/CISOs/AppSec Leaders, and AppSec practitioners.
- Support local chapters with marketing strategies, branding guidance, and communication materials.
- Regularly update the Chapter slides to incorporate upcoming events, recent project releases, chances to get involved with volunteering at OWASP, and promoting our Gold and Diamond Corporate Supporters.
- Develop initiatives to strengthen member engagement through digital platforms, newsletters, and community-building efforts.
- Act as a liaison for chapter leaders, ensuring cohesive messaging across the organization.

Qualifications & Experience

- Bachelor's degree in Communications, Marketing, Public Relations, or related field.
- 3-5 years of experience in marketing, communications, or non-profit sector roles.
- Strong writing, editing, and content development skills.
- Proficiency in **Canva**, **MailChimp**, **MondayCRM**, and **Fedica** for marketing and communication functions.
- Knowledge of event promotion, stakeholder engagement, and digital marketing trends.
- Ability to multitask and manage multiple projects in a fast-paced environment.
- Experience working with volunteers, chapters, or community-driven initiatives is a plus.

Key Competencies

- Excellent communication and interpersonal skills.
- Creative thinking and problem-solving abilities.
- Strong organizational skills and attention to detail.
- Passion for non-profit work and mission-driven initiatives

Compensation & Benefits:

- Competitive salary with performance-based incentives.
- 4 Day Work Week Privileges (you will be contracted for 40 hours per week as a full time exempt employee, but if you meet your productivity goals each week, you may work five shorter days or four days per week at your discretion. The 4 Day work week privilege may be withdrawn by the Executive Director after counselling for poor performance or any other reason).
- Opportunities for professional development and leadership growth.
- Dynamic remote work environment with executive-level visibility.
- Generous health benefits if required
- Unlimited PTO
- 5 days sick and family leave per year