



## **DIRECTOR OF MARKETING & COMMUNICATIONS JOB DESCRIPTION**

### **BASIC FUNCTION**

Reporting to and working with the Senior Director of Development & Communications, the Director of Marketing & Communications is a strategic thought partner of the Development and Communications team who develops, manages, and implements a marketing and communications strategy to advance the mission of Erie Neighborhood House. The Director of Marketing & Communications is responsible for the brand of the organization and leads external and internal communication to invite agency engagement and investment. The Director of Marketing & Communications oversees the Associate Director of Marketing & Communications.

### **POSITION RESPONSIBILITIES**

- Manage the brand of Erie Neighborhood House and lead in communicating that brand to and with external and internal audiences.
- Develop and manage overall marketing and communications strategy based on quantitative and qualitative analysis. Create systems and processes to implement strategy.
- Manage marketing and communications budget.
- Develop metrics for marketing and communications activities.
- Manage and maintain website.
- Develop and manage social media strategy.
- Develop and manage fundraising appeals for the agency, including but not limited to, year-end appeal, Giving Tuesday, and Annual Report.
- Manage production of content and design of, including but not limited to, newsletters, website, media, events, collateral, etc.
- Support stewardship and reporting for institutional and individual giving, including but not limited to, donor proposals, impact reports, stewardship letters, e-acknowledgements, etc.
- Serve as point of contact for and actively engage with media.
- Serve as external voice writer for senior leadership, including but not limited to, developing talking points/speeches for press conferences, events, interviews, press releases, etc.
- Develop templates and tools, including but not limited to, case statements, presentations and scripts, to utilized by staff, participants, and external audiences.
- Attend Erie Neighborhood House events and serve as communications point person.
- Provide monthly marketing and communications report.
- Input marketing and communications activities into Neon CRM.
- Other duties as assigned.

### **POSITION REQUIREMENTS**

#### **Education:**

Bachelor's degree in marketing, communications, business administration or related field required.

**Experience Required:**

- Minimum 3 years of experience in nonprofit marketing, communications, fundraising, and/or public relations.
- Exceptional written and verbal communications skills for a variety of media and audiences. Creative and daring mind.
- Strong organization skills with ability to create and manage large volumes of content with tight deadlines and in a fast-paced environment. Able to manage projects from conception through completion.
- Ability to work both independently and within a team environment.
- Experience as a manager.
- Proficiency in Microsoft Office, Adobe, CRM Software, & other desktop publishing programs/software a plus.
- Demonstrated experience with social media outlets including Facebook and Twitter.

**Working Conditions**

Primarily office environment; primarily sedentary in nature.

**ERIE NEIGHBORHOOD HOUSE IS AN EQUAL OPPORTUNITY EMPLOYER ACCREDITED BY NAEYC &  
THE NATIONAL AFTERSCHOOL ASSOCIATION  
RECOGNIZED BY BOARD OF APPEALS  
UNITED WAY MEMBER**