



Job Description

Director of Marketing & Communications

Background

904WARD envisions an end to racism in Jacksonville so all people thrive. We actualize this vision by creating racial healing and equity through deep conversations and learning, trusting relationships, and collective action. 904WARD began in 2015 with a small group of friends who came together to talk openly, challenge each other, support each other, and take action together to build a more inclusive Jacksonville. We are an organization supported largely by volunteers from Jacksonville's private, public, and nonprofit sectors committed to creating a community of inclusion for all of Jacksonville, FL's residents.

Position Summary

The Director of Marketing & Communications works with the CEO, directors, managers, and other staff members to strengthen all facets of 904WARD's brand in the region and state. The candidate will be responsible for developing, planning, budgeting, and implementing marketing and communications strategies for all aspects of the organization. The candidate will work to effectively reach our target audiences and expand to new audiences, communicate routinely with constituents, and handle all internal and external marketing and public relations strategies.

The ideal candidate will be responsible for planning, developing, implementing, and measuring all marketing strategies, marketing communications, and public relations activities, both internally and externally.

The Responsibilities

The Director of Marketing & Communications reports to the CEO and is responsible for:

- Reflecting, articulating, and promoting the mission, vision, and identity of 904WARD.
- Developing and implementing a three-year strategic and tactical execution plan of marketing campaigns and activities, including advertising, public relations, events, promotions, and sales tools. Implementing performance metrics and tracking tools to measure results.
- Drafting and proposing communications campaigns, which will include regular newsletters, social and online media, print media, direct mail, and other multimedia.

- Creating resource materials that will assist fund development and programs teams in the marketing, communications, and positioning of their activities.
- Composing draft press releases, editorials, statements, speeches, scripts, presentations, etc. for leadership team.
- Directing editorial design, production, and distribution of all organization publications.
- Directing market/constituent research, forecasting, and competitive analysis to identify market opportunities and translate results into actionable insights for fund development and programming.
- Coordinating media interest in the organization and ensuring regular contact with target media and appropriate response to media requests.
- Managing editorial calendars, resource needs, and developing and managing the annual marketing budget.
- Leading special projects as assigned, such as special events, re-branding/logo development, capital campaign communications plans.
- Engaging with constituents on various platforms while maintaining the tone and voice of the organization.
- Staying informed of developments in the fields of marketing and communications and using this information to help the organization operate with initiative and innovation.
- Other duties as assigned.

The Candidate

The ideal candidate will combine a passion for achieving racial equity and justice with exceptional skillsets to help convey the passion. Among the assets and attributes sought are the following:

Qualifications

- Has strong creative, strategic, analytical, and organizational skills
- Ability to blend attractive design and high functionality in all projects.
- Enjoys a fast-paced, quickly-changing environment
- Is highly detailed-oriented
- Targets messaging that is direct and attractive to various audiences
- A highly motivated self-starter
- High emotional intelligence
- Is a collaborative teammate who can also work independently
- A good sense of humor

Requirements

- Minimum Bachelor's degree in Marketing, Advertising, Communications, or related field
- Minimum of 5 years successful marketing communication experience or previous experience shows the use of skills necessary to execute this position successfully
- Mastery of technological skills such as Adobe Creative Suites, WordPress, MailChimp, Canva, Microsoft, Zoom, social media, google calendar, etc.

- Experience with digital and print marketing, website management, content creation and marketing, social media marketing, and public relations
- A commitment to ending racism and knowledge/experience in the field of diversity, equity, and inclusion
- Comfort talking about difficult, delicate, and controversial subjects

Compensation

The Director of Marketing & Communications will be a full-time, exempt employee under the Fair Labor Standards Act. Compensation will be \$90,000 plus health insurance and other benefits.

If you or someone you know would like to join this dynamic organizations, please email your resume and cover letter to Careers@904WARD.org.

Equal Opportunity Employer

904WARD is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, gender, gender expression, age, national origin, ancestry, disability, marital status, sexual orientation, or military status.