

Position Title: Director of Marketing & Communications

Category/FLSA Status: Full-time, Exempt

Supervisor: Vice President of Advancement

Supervises: Marketing and Events Coordinator

Position Summary:

Reporting to the Vice President of Advancement, the Director of Marketing & Communications is responsible to develop a world-class communications and marketing plan for Girls Inc. of Metropolitan Dallas (GIMD), directly managing marketing and communications activities that promote, enhance, and protect the organization's brand reputation. The position will lead all marketing and communications activities including both traditional and digital marketing, communications and public relations, and work to develop marketing strategies to better engage the organization's key constituencies, including donors and the media. The Director will be responsible for GIMD's integrated communications including newsletters, email messages from the CEO, annual report, and other print publications; website, social media posts, search marketing, content marketing, and other online communications; media and public relations.

Primary Responsibilities and Duties:

- Develop and implement an integrated marketing and communications plan to advance GIMD's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences and donors.
- Create marketing campaigns leveraging digital marketing channels (email, social media, etc.) to drive greater donor connection and ongoing engagement with donors, as well as contributions.
- Develop marketing/public relations strategy that will allow GIMD leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Oversee management of all social media channels for GIMD.
- Develop and maintain all GIMD print communications including the annual report, marketing collateral materials and electronic communications including GIMD's website and media; manage relationships with associated vendors.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed as well as serve as a point person on point person on media interactions as needed.
- Proactively identify communications challenges and emerging issues faced by the organization. Work with leadership team and staff to develop solutions to address them.
- Analyze and report on marketing and communications metrics (ROI and KPIs).
- Lead the Marketing & Communications Task Force to help deliver additional impact for marketing and the organization.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding GIMD programs, special events, public announcements, and other projects.
- Oversee the day-to-day activities of the marketing, communications and events function including budgeting, planning, and execution.

Minimum Qualifications:

- Bachelor's degree in Communications, Marketing, Public Relations, or related field
- 5+ years of experience in a marketing and/or communications role either in-house or with an agency
- Strong experience with developing marketing and communications strategy, including digital marketing
- Exceptional verbal and written communication skills, including experience with planning, writing, editing, and production of newsletters, press releases, annual reports, and other publications
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals
- Experience managing digital marketing campaigns including email, social, and search engine marketing (SEM)
- Superior organization and project management skills

- Meticulous with the ability to multi-task and meet deadlines with minimal supervision
- Ability to work effectively in a fast paced, team environment
- Proven experience leading and executing marketing and communications campaigns
- Proven experience in the development of innovative and focused marketing strategies
- Proven ability to manage a large volume of complex work effectively and efficiently, prioritizing continually to ensure business results are achieved
- Exceptional written, verbal, interpersonal, and presentation skills and the ability to effectively interface with senior management, GIMD's Board of Directors and staff
- Superior influencing skills with ability to gain the respect of, and build a rapport with, multiple constituencies, internally and externally, and align the interests of multiple stakeholders
- Ability to communicate and work in a fast paced, results oriented environment
- Ability to operate as an effective tactical as well as strategic thinker
- Passion for GIMD's mission

Preferred Qualifications:

- Master's degree in Communications, Marketing, Public Relations, or related field
- Exceptional, results-driven, and focused individual, combining marketing expertise with passion for excellence
- Proven experience with multiple marketing disciplines including brand building, email marketing, social media marketing, search engine marketing (SEM), content marketing, and website / search engine optimization (SEO).
- Proficient with Google Analytics and Google AdWords

Physical Requirements and Work Environment:

This position requires the ability to operate phones, computers, and other office equipment, and the physical ability to perform light lifting. While performing the duties of this job, the employee is regularly required to sit, stand, or walk; use hands to finger, handle, or feel; reach with hands and arms; stoop or bend; and talk or hear. The employee must occasionally lift and/or move up to 50 lbs. Work is performed in an office setting. This person will be required to travel to various locations throughout Dallas County including some evenings and weekends for events. Generally, the working conditions have little or no exposure to extremes in safety hazards or hazardous materials. Work location is hybrid; minimum three scheduled days per week at Love Field office location.

Equal Employment Opportunity:

Girls Inc. of Metropolitan Dallas provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, veteran status, genetic information, or any other discrimination prohibited by law. The agency complies with all applicable federal, state, and local laws, regulations, and ordinances prohibiting employment discrimination.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all employees within this class.

Please send cover letter, resume and salary requirements to development@girlsincdallas.org.