

## Senior Director of Marketing & Communications

### **Position Summary:**

Family Legacy seeks a Senior Director of Marketing & Communications to play a critical role in ensuring the Family Legacy achieves its plans for growth in alignment with its mission, vision, and values. This individual will report to the Vice President of Marketing & Communications and work closely with leaders across the organization to develop and lead the internal and external marketing and communications efforts for the organization.

The role will be responsible for the management and execution of the organizational Marketing & Communications strategy with a focus on brand awareness, donor engagement, and sponsorship program/revenue growth.

The candidate will be comfortable working both independently and collaboratively within a small, close-knit team, and thrive in a fast-paced, deadline-driven environment. The successful candidate must be able to communicate effectively with a diverse range of stakeholders and have exceptional management and project management skills to effectively oversee and coordinate the work of external acquisitions and internal communication.

### **Responsibilities:**

- Develop and Execute Marketing and Communications Strategy:
  - Along with the Marketing and Communications team, build marketing plans to drive engagement and awareness through the website, digital media, and print platforms.
  - Work closely with the Development team to identify donor progress, reporting, and data to ensure targets are met.
  - Own the creation and collection of organization-wide content from our teams in the USA and Zambia.
  - Lead the team in the creation and execution of organization newsletters and email funnels; collaborate with Development staff to curate content and refine pitches.
  - Oversee and review Brand Standards, refresh and ensure adherence to guidelines across the organization.
  - Consistently identify, produce, curate, and optimize appropriately branded and messaged content designed to educate, engage, and influence.
  - Work with a team and oversee the daily updates and maintenance on social channels (website, LinkedIn, Facebook, Instagram, Twitter, YouTube)
  - Increase awareness for key initiatives and events, and key donor drives

### **Team Management:**

- Guide program staff through the development of appropriate marketing and communication strategies and tactics; help develop a framework to track and measure success.
- Provide guidance and examples to help Zambian program colleagues capture content that is appropriate and high-quality to support Communications and Social Media Efforts.

#### Data & Analytics

- Responsible for the aggregation of concise monthly reporting of web, email, social media, earned media metrics.
- Leverage key engagement metrics across platforms to optimize content, messaging, and distribution.

#### **Qualifications:**

- 7+ years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization.
- Bachelor's degree in a related field, such as journalism, marketing, public relations, or communications.
- Exceptional management and project management skills - the ability to keep a focus on the big picture and deadlines is a must while managing the execution of projects.
- Excellent written and verbal communication skills (candidates selected to interview will be required to complete written performance exercise)
- Strong attention to detail and proofreading skills
- Proven results in implementing marketing and communications strategic plans
- Familiarity with Salesforce platform and basic HTML
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Passion for and cultural sensitivity to working with kids & caretakers in low-income populations.
- Perform other duties as assigned

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