



JOB DESCRIPTION

Position Title: Director of Marketing and Communications

Reports to: Executive Director

Prerequisites:

- 3-5 years of experience in marketing, corporate communications, nonprofit, or related fields (required)
- Bachelor's Degree: marketing, mass communications, business or equivalent (required)
- Proficiency in Adobe Suite products (i.e. InDesign, Photoshop, etc.), Microsoft Office (i.e. Word, Excel, Outlook, PowerPoint), website management systems, and database systems
- Flexibility to travel (infrequently) and work evenings and weekend events as needed
- Excellent organizational, interpersonal, written, verbal communication skills and attention to detail
- Exhibits the Core Values of The Arc Caddo-Bossier: *Mission Driven, Integrity, Compassion, Accountability, Team Player*

Position Function:

The Director of Marketing and Communications is responsible for furthering the overall mission of The Arc Caddo-Bossier by ensuring community awareness, driving positive publicity, and managing public relations and communications efforts internally and externally. This key leadership position directs initiatives in the areas of marketing, corporate communications, business development, community outreach, employee relations, and media/public relations; and works with other team members to meet the goals of The Arc Caddo-Bossier's various efforts including but not limited to fundraising campaigns, annual giving, planned giving, events, grants, volunteer activities, and special projects. The Director will work closely with the Executive Director and the Director of Donor and Community Engagement to build relationships on behalf of the organization, collaborate with other departments, and maintain stewardship with community partners and supporters. The Director may manage department staff as needed.

Expectations include:

- Coordinate efforts with appropriate committees of the Board of Directors and Foundation Trustees.
- Ensure that marketing and development expenses and revenue goals meet objectives per budget or plan.
- Ultimately responsible for drafting and executing effective marketing and communications plans/schedules.
- Work in partnership with fellow Directors to strategically elevate communications efforts such that the goals of The Arc Caddo-Bossier and Foundation's programs/projects are met or exceeded. (**The Arc Caddo-Bossier Foundation invests funds raised to maximize the mission and ensure financial stability for The Arc.*)
- Use CRM system (Bloomerang) to maintain relationships, document interactions, and effectively communicate. Responsible for ensuring the accuracy of constituent information and fully utilizing the system for maximum benefit to the organization.
- Drive business development through creative marketing and advertising solutions.
- Assist the Executive Director and other leaders with advocacy/government affairs initiatives as needed.
- Coordinate production of quality publicity materials, and platforms; and create attractive, effective, and informative collateral pieces on behalf of all divisions of The Arc Caddo-Bossier and Foundation.
- Support department and program leaders with marketing/brand management/community awareness tactics, including social media and events.
- Research potential new sources of funding, community partnership, or other support.
- Manage required reporting metrics.
- Maintain strict compliance with IRS regulations and adhere to AFP's Code of Fundraising Ethics.