



Job Title:	Director of Marketing and Communications
Reports to:	Chief Executive Officer
Supervised:	Yes
Job Code:	916 - 910
FLSA Status:	<input checked="" type="checkbox"/> exempt <input type="checkbox"/> non-exempt <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time <input type="checkbox"/> other
Salary Ranges:	Starting at \$63,320.00

Position Summary:

The Marketing & Communications Director plays a critical role in ensuring the organization achieves its plans for growth in alignment with its mission, vision and values. This individual is responsible for planning, development and implementation of all of the organization’s marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for all departments in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and external resources and coordinates at the strategic and tactical levels while collaborating with other departments. The position reports to the Chief Executive Officer and serves as a member of the senior management team. This position participates with the Board of Directors, CEO and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation.

Position Objectives:

1. Strategically aligns marketing, communications and public relations with all program and revenue goals while building and managing a successful team.
2. Works with senior leadership to establish clear and concise messaging that meets Organization goals.
3. Expand awareness, engage the community, attract new audiences, develop marketing and communications strategies and initiatives while generating and tracking leads among target audiences in all markets.

Specific Duties and Responsibilities:

The Director will work with team members and senior leadership to ensure successful achievement of the objectives to realize organization strategic goals.

Marketing, Communications and Public relations

1. Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the Organization’s image and position within the marketplace and the general public, and facilitate internal and external communications; and, all Organization marketing, communications and public relations activities and materials including publications, social, digital and media relations.
2. Ensure articulation of Organization’s desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
3. Responsible for editorial direction, design, production and distribution of all Organization publications.
4. Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.

5. Act as the Organization's representative with the media in the absence of the CEO.
6. Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
7. Develop, coordinate and oversee programs, technical assistance and resource materials to assist departments in the marketing, communications and positioning of their activities.
8. Provide counsel to departments on marketing, communications and public relations.
9. Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
10. Lead projects as assigned, such as program-related marketing and special/community events.

Planning and Budgeting

1. Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO and Board.
2. Develop short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
3. Recommend short- and long-term Organization goals and objectives to the CEO.
4. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.
5. Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and the specific business of the Organization and use this information to help the Organization operate with initiative and innovation.

Organizational Strategy

1. Work with senior staff, other staff and volunteers to: develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, and decision-making.
2. Help make sure that the Organization's philosophy, mission and vision are pertinent and practiced throughout the organization.
3. Develop and coordinate means to seek regular input from the Organization's key constituencies regarding the quality of programs and services and the Organization's relevance.
4. Help formulate and administer policies to ensure the integrity of the Organization.
5. Act as an internal consultant to bring attention and solutions to institutional priorities.

Managing

1. Maintain a climate that attracts, retains and motivates top quality personnel, both paid and volunteer.
2. Ensure effective management within the marketing, communications and public relations function, with provision for succession.
3. Design, support and oversee cross-functional teams throughout the Organization.

(This job description may not be all-inclusive, and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management.)

Qualifications:

- Demonstrated skills, knowledge and experience in the design and execution of marketing,

- communications and public relations activities.
- Strong creative, strategic, analytical, organizational and personal sales skills.
 - Experience developing and managing budgets, training, developing, supervising and appraising personnel.
 - Demonstrated successful experience writing press releases, making presentations and negotiating with media.
 - Experience overseeing the design and production of print materials and publications.
 - Computer literacy in word processing, data base management and page layout.
 - Commitment to working with shared leadership and in cross-functional teams.
 - Advanced knowledge of Excel, MS Word, WordPress and PowerPoint, Publisher is essential. Ability to navigate the Internet
 - Must possess valid Florida ID or driver's license and access to a reliable transportation source to and from work. This position will require periodic travel throughout the designated business market.
 - The employee is frequently required to stand; walk, stoop and kneel. The employee might be required to lift and or move up to 30 pounds.
 - Strong organizational skills and effective record management practices, attention to detail
 - Professional appearance and presentation
 - Knowledge in *Adobe Photoshop and Adobe editing suite (video) a plus*
 - Strong oral and written communications skills.
 - Ability to manage multiple projects at a time.
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Education and Experience:

- Bachelor's degree in journalism, marketing, public relations or related field required.
- Minimum of 5 years' experience in marketing, communications or public relations with demonstrated success, preferably in the not-for-profit or association sector.
- Essential traits include strong oral and written communication, strong interpersonal skills, and excellent organizational ability. Proven problem-solving ability, time management skills and supervisory experience are required. Management experience in an entrepreneurial, collaborative culture where results depend on teamwork preferred.
- Bilingual – knowledge and ability to communicate in the Spanish language both verbally and in writing is preferred.
- Must possess a valid Florida Driver's License with ability to travel to and from work, and to travel to off-site locations.
- Ability to work flexible/hours schedule with some Saturdays or evening hours.
- Professional appearance and presentation.

(A comparable amount of training, education or experience may be substituted for the above minimum qualifications.)

Send Cover Letter and Resume to: msanchez@elcoc.org

By Fax to: 407-749-0287

By Mail to:

Early Learning Coalition of Orange County

Attn: Marah Sanchez,

Human Resources, Office & Technology Manager

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