Position Overview
Director of Marketing & Communications

As part of the Foster Success team, the Director of Marketing and Communications, advances the organization’s mission by creating and leading a comprehensive strategy that allows for the organization to achieve its plans for growth in alignment with its mission through creative marketing and communication (both digital and print) efforts. The Director of Marketing and Communications will work under the Chief Development & Communications Officer to develop and lead short and long-term strategies that support and grow programmatic and development efforts, supervise internal and external staff (contractors), and advance the brand of Foster Success both externally and internally.

Primary Responsibilities

● **40% Strategic Marketing**: Develop and implement a vision for the Foster Success brand; lead a strategy that effectively advances this brand, markets the organization, and educates the public on the organization’s mission and its supported population to maximize exposure, name recognition, engagement opportunities, program offerings, and fundraising efforts. Identify outside supports to meet strategy expectations and goals.
  ○ **External Representation**: In collaboration with Foster Success Leadership Team identify and prioritize Foster Success’s representation at community events to increase organizational recognition and brand.
  ○ **Digital Marketing and Communications**: Create and manage a strategy for all digital marketing that supports the organization’s programs and development goals. This includes all social media channels, digital video content, website, etc.

● **25% Strategic Communications**: Develop and lead a strategic communications plan; manage the writing of all communication projects; and facilitate the design process for each.

● **15% Management**: Oversee and manage the organization’s marketing and communication budget. Provide direct supervision to all staff or contractors related to marketing and communications. Assist in attracting, retaining, and developing the talent needed to advance the goals and priorities of Foster Success.

● **10% Data Tracking and Reporting**: Utilize data and analytics to measure the impact of communications and marketing efforts and how they are supporting the organization’s strategic plan initiatives and development efforts.

● **10% Internal Communications**: Manage the strategy and execution of staff, board, and volunteer leaders communication tools to share with their networks.
Position Requirements

- Bachelor’s degree is required. Degree in any of the following disciplines is preferred: Marketing, Communications, or Journalism.
- 3-5 years of progressive leadership experience including supervision of multiple team members (internal or external).
- 3-5 years of creation and execution of organizational strategy plans for communications and marketing efforts.
- 5-7 years of proven and successful experience in writing, editing, marketing, digital marketing, communications, web communications, and public relations. In addition, this individual should have proven expertise in the professional use of social media (Facebook, Twitter, Instagram, and LinkedIn). Preferred experience in nonprofit and/or donor communications.
- Ability to work a flexible schedule that includes some weekends and/or evenings in order to meet program goals.
- Ability to represent Foster Success with senior-level partners, agencies, and elected officials.
- Proficiency in computer skills and an experience with and knowledge of relevant software, particularly Salesforce or other CRM database, Adobe Creative Suite, Canva, WordPress, Zoom, and Google and Microsoft Products.
- Valid Indiana State Driver’s License and access to a vehicle or ability to rent a vehicle for work-related travel.

All employees are required to:
- Display a strong commitment to the inclusion of all individuals in the workplace.
- Adhere to all policies and procedures outlined in Foster Success Employment agreements and the organizational Handbook, including all confidentiality requirements for all client information.
- Work a flexible schedule that includes some weekends and evenings to meet program goals.
- Hold a valid Driver’s License and have access to a vehicle or the ability to rent a vehicle for work-related travel.
- Demonstrate proficiency in computer skills and experience with and knowledge of relevant software, particularly Salesforce, Zoom, and Google and Microsoft Products.