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| Job Title: | Director of Marketing & Communications |
| FLSA Status: | Exempt |
| Department: | Administration |
| Reports To: | Chief Advancement Officer (CAO) |
| Typical Workdays: | Monday – Friday; some evenings and weekends |
| Typical Work Hours: | 8:00 a.m. to 5:00 p.m. |
| Salary Range: | \$75,000 to \$105,000 |



POSITION DESCRIPTION

To apply please visit: <https://serjobs.org/about-us/our-careers/>

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| Education: | Bachelor's degree in Marketing, Communications, or relevant field. Master's degree highly preferred. |
| Related Experience: | Minimum of seven (7) to ten (10) years of progressively responsible professional Communications and Public Relations experience. |
| Training: | N/A |
| Licenses & Certifications: | N/A |

Reasonable accommodations will be made to ensure that the essential job functions can be performed and not hinder the employee's performance due to physical, mental, or emotional impairment, and does not cause undue hardship for the Company.

WHO WE ARE

SER-Jobs is a nonprofit community organization that educates and equips people in the Texas Gulf Coast Region who come from low-income backgrounds or who have significant barriers to employment. We believe the power and purpose of work can transform lives and communities. SER is the Spanish verb, "to be," so that is exactly what we impart on the people we serve - that they can be whatever they want "to be."

Brighter Futures

We empower our clients "to be" the best they can, and "to be" in the career path that fits their talents and interests.

Better Opportunities

SER engages employers in strong-growth industries "to be" an opportunity of a lifetime to someone who needs a second chance (or maybe even a first).

Bigger Network

We aim "to be" in strong partnerships with complementary organizations throughout the communities we serve.

VISION

To be the premier workforce opportunity provider in the Texas Gulf Coast Region.

MISSION STATEMENT

To help individuals from low-income communities transform their lives through education, training employment, and financial empowerment services.

VALUES

Accountability

Innovation

Respect

Excellence

Equality

POSITION SUMMARY

Due to recent growth and expansion, this newly created position is now available! Reporting to the CAO, the Director of Marketing and Communications will shape and implement both internal and external communication strategies and tactics needed to support the organization in engaging key stakeholders, including current members, alumni, employees, Board members, volunteers, and other interested parties. This role will work across the organization to provide clarity, direction, and strategic focus to engage the SERJobs community. This role will oversee marketing, branding, content development (online, video, social, and print), collateral material production, and event support (strategy and messaging). This role will work directly with the CAO and CEO on executive messaging and engagement with an emphasis on online and interactive outreach. This role will also work closely with IT to streamline the use of optimization of technology platforms. This role is responsible for developing successful marketing services and corporate communications as well as managing the brand presence for the organization, utilizing market research, external services, marketing communications, and project procurement methods. This role is responsible for directing new and ongoing efforts to promote programs that impact both the quality and reputation of services within SERJobs through strategic marketing campaigns. This role will work across departments to ensure that stakeholders maintain a positive perception of organization accomplishments and to mitigate any potential crises or problems. This role will provide complete oversight and coordinate all work activities for the marketing and communications team.

ESSENTIAL FUNCTIONS

- Establish and maintain effective working relationships with clients, government officials, and media representatives and use these relationships to develop new business opportunities.
- Write interesting and effective press releases, prepare information for media kits, and develop and maintain the company intranet web pages.
- Identify main client groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan.
- Develop and maintain the company's corporate image and identity, which includes the use of logos and signage.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services.
- Manage budget for areas of responsibilities.
- Develop marketing plans that support a successful business development process, the organization's growth goals, and business initiatives.
- Support the company vision by developing brand strategies to best reflect both the company and customer desires.
- Work with company leadership to strategically develop marketing plans; maintain knowledge of the Advancement department's priorities as they relate to marketing needs.
- Work with company leadership to sustain and communicate the company vision and mission; work with the marketing team to amplify and communicate effectively under this direction.
- Maintain knowledge of industry trends, competitive intelligence, and governmental regulations.
- Identify emerging marketing platforms and technology, assess, and strategically implement.
- Provide guidance to leadership on market leadership messaging.
- Identify unique opportunities for communication and ways to share the company story both internally and externally.
- Oversee all PR strategies including social media and other published write-ups.
- Keep current on trends in the graphic design industry regarding hardware, software, and related programs.
- Oversee the strategic development of company-wide branding initiatives.
- Supervise and implement digital media presence for the organization such as SEO, analytics, social and web content; ensure it supports overall marketing plan and aligns with the organization's values, vision, and mission.

ESSENTIAL FUNCTIONS CONTINUED

- Provide guidance to the marketing and communications team. This includes providing oversight during the creation of proposals, qualifications, plans, and proposal preparation.
- In concert with the marketing team plan, coordinate the schedule for, select the membership of, and lead effective, results-driven storyboarding/story-lining, kickoff and review meetings.
- Develop, maintain, and provide oversight support to all marketing initiatives and branding campaigns.
- Lead and provide vision for the SERJobs overall communication strategy.
- Manage emergency communications efforts.
- Continually increase the engagement of the organization's many constituencies through effective communication and marketing.
- Participate in professional development opportunities to benchmark the organization's communication program and identify best practices.
- Draft speeches, keynote presentations and talking points, briefing documents, messaging, video scripts, presentation decks, blogs, client stories, and other materials for the organization.
- Build strong relationships and offer tactical and strategic communications advice to leaders.
- Team well with others and collaborate across the company - including media relations, social media, government affairs, investor relations, corporate and internal communications towards strategic profile and reputation building as well as effective content marketing.
- Produce high quality, professional, timely, and accurate publications (e.g., brochures, newsletters, annual reports, etc.).
- Use social media to market SERJobs programs and to communicate information to current and prospective members and service area communities.
- Prepare and coordinate the flow of public information, marketing, recruiting, advertising, and publications projects; set priorities and meet deadlines.
- Serve as lead for establishing agency marketing and communications strategy.
- Respond to communications needs in a thorough, proactive, and timely manner.
- Communicate with agency partners, funders, and local media to raise agency awareness, capacity, and branding opportunities.
- Develop and maintain a historic and current photo library to document SER's organizational history.
- Distribute agency marketing materials to program staff and maintain sufficient quantities at the main office. Arrange for bulk and special printing jobs when necessary.
- Research grant opportunities from federal, state, and local services.
- Develop event materials that strengthen SER and event brand recognition via marketing efforts.
- Enhance visibility of SER in the community.
- Manage online presence via website, social media, etc.
- Monitor and conduct ongoing website maintenance.
- Manage media coverage and community outreach events.
- Develop agency collateral/marketing materials.
- Develop partnerships which contribute to the growth and development of the organization.
- Assist other Advancement team members with other essential functions as needed.
- Complete all associated administrative duties such as tracking of activity, creation of meeting plans, and regular communication with the Chief Advancement Officer.
- Other pertinent and appropriate duties as assigned by the Chief Advancement Officer and Chief Executive Officer.
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QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or relevant field. Master's degree highly preferred.
- Minimum of seven (7) to ten (10) years of progressively responsible professional communication and public relations experience.
- Demonstrated experience with brand strategy, vision, and direction.
- Demonstrated experience managing and developing teams.
- Excellent written and verbal communication skills.
- Excellent people engagement and management skills.
- Ability to develop, maintain, and provide oversight support to all marketing initiatives and branding campaigns.
- Excellent command of English grammar and punctuation.
- Meticulous attention to detail.
- Must be a self-starter and natural leader capable of handling end-to-end responsibility for leading a team, up through delivery of requested information to the client.
- Must be able to flourish in a fast-paced environment and have demonstrated experience building relationships and meeting the needs of a diverse set of stakeholders while managing multiple projects at once; with great attention to detail and deadlines.
- Proficiency with Adobe Creative suite, InDesign, Photoshop, and Illustrator.
- Ability to navigate ambiguity with grace while simultaneously being strategic and excellent at execution.
- Ability to generate thought-provoking ideas and create beautiful copy on tight deadlines.
- Bring strong experience in writing for different formats, mediums, and audiences including long-form, short-form, social media, web, video, as well as external and internal audiences among others.
- Must be able to manage time well.
- Willingness to work occasional evenings and weekends.

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