



Job Description

Title: Director of Marketing & Communications	Reports to: VP of External Affairs
Job Status: Full-Time, Salaried, Exempt	Supervises: Communications Coordinator
Salary: \$70,000/annual	Effective Date: 11 January 2023

Position Summary: The Director of Communications creates and implements the strategy for all external-facing marketing and PR communications to articulate the Women's Foundation for the State of Arizona's (WFSA) mission, bold ambitions, values, and successes consistently and compellingly. They are responsible for developing effective messaging and communication strategies for WFSA's programs and initiatives. They must create or oversee the creation of promotional and informative materials the company will send to the public. This role works closely with all WFSA staff and supervises the Communications Coordinator to ensure a positive, creative, and collaborative working culture.

While this position is currently remote, the final candidate's primary residence must be within the state of Arizona.

Responsibilities & Essential Duties

We Research: Utilize the Data	
Ensure WFSA's communications & marketing strategy backed by research based on metrics	Time: 15 %
<ol style="list-style-type: none"> 1. Oversee the creation and maintenance of WFSA's communication contact data base including media members, influencers, and community leaders 2. Maintain an up-to-date media list 3. Develop and execute a strategy for targeted growth within each social media platform 4. Monitor effective benchmarks for measuring the impact of all communication platforms and report results and their contribution to the overall communication efforts 5. Monitor, record and measure marketing and advertising metrics to measure overall effectiveness including engagement metrics, return on ad spend, open rate, traffic, etc. 	

We Advocate: Make a Presence	
Develop and amplify WFSA's brand voice and maintain brand integrity.	Time: 25%
<ol style="list-style-type: none"> 1. In conjunction with VP of External Affairs, define WFSA's brand and develop strategy to increase internal and external awareness of WFSA's mission, vision and values 2. Update and implement branding and marketing guide including informing WFSA staff of branding guidelines 3. Serve as a protector of WFSA's brand and oversee creative/collateral production to ensure consistency of look, feel and voice 4. Ensure quality control of all released information including branding, color scheme, verbiage and imagery 5. Develop, implement and evaluate WFSA's annual marketing plan and budget, including owned, earned and paid media 6. Update and maintain WFSA's website to reflect diversity, equity, inclusion, and accessibility and ensure content is current and engaging 7. Ensure WFSA has professional images, video clips, logos, graphics, etc. to fully reflect WFSA's work on marketing materials 8. Manage and update the WFSA assets, including but not limited to stock photography, owned photography, brand guides, logos and graphics 9. Support the Communications Coordinator in managing WFSA's social media channels, including Facebook, Twitter, Instagram, LinkedIn and YouTube 	

We Innovate: Create Solutions	
Execute a cohesive communications strategy by collaboratively working with WFSA staff on projects, programs and initiatives	Time: 35%
<ol style="list-style-type: none"> 1. Work with each department to ensure WFSA's initiatives are communicated in a timely, effective and compelling way to key audiences 2. Create and/or update marketing toolkits for each program with recurring campaigns 3. Build and maintain a communications calendar across the organization accessible to all WFSA staff 4. Coordinate, write and produce internal and/or external communications, including but not limited to press releases, email and social media communications, website, invitations, organizational statements, award nominations and other communications upon request 5. Design and ensure availability of WFSA materials and swag for community events maintaining an inventory of these items 6. Identify and develop target media contacts to raise awareness of WFSA's work and expertise in priority areas 7. Cultivate media relationships and successfully pitch stories 	

Support the WFSA staff in public relations efforts, including seeking new speaking and media opportunities

We Invest: Account for our Funding

Design a strategy which aligns with WFSA's brand to advance revenue priorities and maximize funding opportunities	Time: 10%
---	-----------

1. Collaborate with the Development team on direct fundraising opportunities, including but not limited to Annual Summit, Luncheon and Annual Giving program
2. Oversee activities related to identifying and managing funding resources for implementation of WFSA's marketing projects and initiatives
3. Manage vendors that align with WFSA values of women or family owned and BIPOC businesses while maintaining a supportive vendor relationship
4. Complete required workflows for accounts payables, reimbursements, and/or financial back up documentation
5. Support supervisor and/or CFO on department budget creation, allocation and spending

We are WFSA: Being a WFSA team member

Be an active, contributing WFSA team member	Time: 15%
---	-----------

1. Champion a culture of teamwork, continuous learning and improvement while upholding the values of the organization
2. Attend in person monthly staff meetings, annual staff retreat, annual Board retreat, and other occasional in-person meetings as directed
3. Support creation and implementation of WFSA events, community events, and/or partner events as requested
4. Prepare and present department and/or WFSA updates to staff, community members, partners, donors, etc. as requested
5. Cultivate relationships across the community to provide new opportunities for WFSA by joining nonprofit or school boards, state commissions or committees, chambers of commerce, etc.
6. Attend and participate in required trainings as directed by WFSA leadership
7. Complete and participate in Growth & Opportunity Workbook process
8. Travel throughout the state when required
9. Comply and follow WFSA policies & procedures
10. Perform other duties as assigned by supervisor

Competencies

1. Ability to collaborate in a high-volume and energetic work environment
2. Leadership and organizational skills with the ability to effectively engage management, Board, media and external stakeholders
3. Ability to manage multiple projects across multiple departments while meeting deadlines
4. Adept at working in a 'remote work' or work from home environment
5. Outstanding communication skills, both interpersonal and written
6. Strong vision and desire for personal growth and develop as a professional
7. Ability to interact effectively and empathetically, and build rapport, with people from a wide variety of backgrounds
8. Strategic thinker with a positive, imaginative, and pragmatic approach to problem-solving
9. Sense of humor and collaborative spirit required
10. Commitment to and passion for women's issues
11. Strong desire to work in a non-profit setting and to have an impact on the lives of women and girls of all identities
12. A demonstrated commitment to diversity, equity, and inclusion; culturally competent with respect to issues such as racial, cultural, religious, sexual, and gender identity
13. Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community

Qualifications & Skills

1. At least five (5) years of experience directly related to communications, marketing, advertising, media or public relations
2. Demonstrated experience in developing, managing, and executing comprehensive strategic communications plans
3. Must have digital media/marketing experience and be able to use platforms including/equivalent to WordPress, Wix, Facebook, Instagram, Twitter, Constant Contact
4. Experience working with a diverse staff. Ability to collaborate with a diverse team of a high functioning multi-racial workforce
5. Knowledgeable in Canva, Adobe Creative Suite, Asana, Photoshop, InDesign
6. Proficient in standard office equipment such as computers and phones, as well as digital platforms including Zoom, Microsoft 365 and Microsoft Teams
7. Proficient in Microsoft Office specifically Excel, Word, Outlook, PowerPoint
8. Bachelor's degree in related field, preferred
9. Bilingual in English, Spanish preferred

Physical Requirements

1. Ability to travel between multiple locations for meetings or appointments
2. Ability to effectively communicate with others
3. Ability to work from a home office and work on a computer for long periods of time (up to 8 hours per day) while completing your essential duties
4. Ability to respond quickly and effectively to directions and safety hazards

I have reviewed this job description and understand all the requirements, responsibilities and essential duties of this position. I am able to perform the job as outlined.

Employee Name:	Supervisor Name:
Employee Signature:	Supervisor Signature:
Date:	Date: