



Job Description

Job Title: Director of Marketing and Communications

Department: Communications

Supervisor: Senior Director of Philanthropy & Communications

Status: Exempt

FTE: 1.0

Grade: 108

Solid Ground believes poverty is solvable. Our communities are stronger when we support stability and break down the barriers to overcoming poverty. Solid Ground does both. We combine direct services with advocacy to meet basic needs, nurture success, and spread change. Through our programs, people gain stability and build skills that equip them to move forward in their lives. Through advocacy, we work toward ending racism and other oppressions embedded in our institutions, policies, and culture that hold people back from succeeding. We bring the voices of people experiencing poverty into the political process, furthering social justice and supporting our entire community to reach its potential. As our workforce evolves to reflect the diversity of the communities we serve, our agency and workplace will be enriched and strengthened and as such we will:

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency and an understanding of oppression and its impact
- Participate in intentional learning efforts, including events relating to understanding and dismantling institutional racism and building cultural competency and encourage staff to fully engage in those activities.

JOB SUMMARY:

The Director of Marketing and Communications will be responsible for strategic direction and oversight of Solid Ground's brand management, public relations, marketing, and internal and external communications to engage stakeholders, raise awareness, and drive support for our agency. This includes print, web, digital media, media relations, intranet content, and other communication channels. They will oversee a process to create and implement strategic communications goals and key messaging, as well as a plan to achieve those goals. They manage the Communications staff and respond to and incorporate

emerging technologies including AI. The Director of Marketing and Communications is a member of Solid Ground's Management Team.

Essential Responsibilities, Duties & Tasks:

40% Communications and Marketing Strategy

- Develop and execute comprehensive communications and digital marketing strategies that align with organizational goals and drive measurable results.
- Lead and support executive-level analysis, decision making, and communications on strategic initiatives, core business issues and more. Work with CEO, Senior Leadership Team and other agency leaders to sustain a communicative culture at Solid Ground, including policies and trainings to reinforce leadership communications. Develop, oversee, and evaluate protocols surrounding internal messaging to promote mission, involvement, etc. Lead digital marketing initiatives including website management, social media strategy, and email campaigns.
- Analyze digital performance metrics and adjust strategies to enhance engagement and reach.
- Provide communications coaching and support to Directors and Managers to help them meet goals and objectives.
- Represent Solid Ground in the press and community relations.

5% Internal Communications

- Provide director-level oversight to The Level, the agency's intranet, and efforts to evaluate and incorporate emerging communications technologies, including AI.

15% Content creator and brand management

- Oversee editorial process to draft and gain review of high-level agency communications.
- Oversee the development and implementation of audience and channel specific communications, distributed via platforms including print, website, blog, social media, media relations, event messaging, intranet and email communications. Work with program staff to support brand compatibility and message alignment.
- Along with communication team members, coordinate with graphic designers, photographers, and videographers to produce high-quality visuals and multimedia content.
- Lead or co-lead collaborative processes and content development for Resource Development events, All Staff meetings, external communications channels, The Level, etc.

35% Team leadership

- Manage Communications staff to meet department goals, provide excellent service to programs and administrators and continuously improve our processes and work products.
- Hire, train, supervise, support and evaluate Communications staff and outside contractors.
- Provide oversight and direction to facilitate day-to-day operations in the department; mediate and work to resolve issues or concerns as they arise.

5% Other Duties

- Participate in other agency, department and program meetings, trainings and projects as required. Oversee Communications department budget.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Education & Experience:

Requires the following:

- 7 years of strategic communications planning, staff management, and content creation and production experience. Including three years' experience in a non-profit communications director role.
- Bachelor's degree in communications or related field, journalism, public relations.

Also requires:

- Financial management
- Change management.
- Experience in anti-poverty work or demonstrated interest in issues affecting low income and other marginalized communities.

Desired:

Digital marketing and advertising experience.

Minimum Qualifications:

- Excellent communication skills, both oral and written.
- Strong interpersonal skills, with demonstrated ability to work closely with senior agency and volunteer leadership, program staff, media, community partners and more.
- Strong organizational skills and the ability to handle multiple projects simultaneously in an environment that is highly collaborative.
- Ability to work individually in a self-directed manner and as part of a team.
- Enthusiasm, commitment and demonstrated ability to work with people from a variety of racial, cultural and economic backgrounds, with various lifestyles, sexual orientations, and of all ages.

- Proficient knowledge of Microsoft 365 and Adobe Creative Suite

Anti-Racism Initiative (ARI) Expectations:

- Foster discussion and learning among staff to better understand and dismantle institutional racism.
- Abide by and support agency-wide efforts to incorporate anti-racism principles and cultural competency and standards into all hiring processes and performance evaluations.
- Enhance personal skill development as well as guiding managers and supervisors in their own skill development.

Physical Demands/Working Conditions:

This position works in an office setting, performing computer work 75% of the time, which includes working on projects, reports, budgets, contracts, and attending meetings. 25% of the time for in-person meetings and/or events. Position requires employee to lift/carry up to 20 pounds rarely, 5-10 pounds occasionally and push/pull 1-5 pounds frequently. Position has the ability to sit/stand as needed. Stairs not required.

Hours & Compensations:

This is a full-time non-union position. Annual salary range \$90,700.00 - \$136,501.00. Benefits include medical, dental, short-term and long-term disability insurance, basic life insurance, 401(k) savings plan including agency contribution and match, holiday pay, generous paid personal leave package and tax-sheltered health care and dependent care accounts.

Solid Ground is an equal opportunity employer committed to workplace diversity. We do not discriminate on the basis of gender, age, race and color, religion, marital status, national origin, disability or veteran status