POSITION: Director of Marketing and Communications

PURPOSE: The Director of Marketing and Communications will support the organization in developing and implementing a cohesive marketing and communications strategy to advance the mission of Ventures and achieve our core strategic goals. This is a new position, reporting directly to the Executive Director and serving as part of the Ventures' management team. The Marketing and Communications department is a central service function serving all departments of Ventures, as each department has specific marketing and communications needs, the Director of Marketing and Communications is responsible for driving both the development and execution of the marketing and communications service to each of these areas in accordance with the overall strategic direction of Ventures. This position supervises a full-time Marketing and Communications staff member.

RESPONSIBILITIES:

Project Manager on Marketing and Communications Projects and Strategy (40%)

- Create and manage a comprehensive Marketing and Communications strategy to ensure a cohesive Ventures brand and voice;
- In collaboration with departmental leadership, develop, prioritize, and execute specific marketing and communications plans that serve the goals and function of each area of the organization;
- Provide internal customer service to each department to evaluate and maximize incoming communications and PR opportunities that advance the strategic work of each department;
- Develop and manage cohesive organizational marketing and communications calendar to direct the flow and timing of publications, communications, email campaigns, social media and website communications;
- Oversee email communication strategy, ensure regular high-quality email communications content, manage communications calendar and email list development;
- Develop strategy and equitable process to gather Ventures client stories. Directly connect with clients on a frequent basis to create strengths-based stories. Facilitate the circulation of client success stories across multiple platforms in a way that respectfully highlights the client and is sensitive in how we portray their identities;
- Proactively seek new external opportunities to amplify the Ventures brand, work, clients and mission for each of these internal stakeholders.

Manage Ventures' Media and Press Relations (20%)

- Prepare media kits, organize press conferences, write press releases, and write speeches for the leadership team as needed;
• Build relationships with media and press outlets, pitch stories to the media, and support crisis or emergency communication situations;
• Lead publicity, advertising, and promotional activities for the Ventures “incubators” consisting of a retail store in Pike Place Market, an online store and business directory;
• In collaboration with Executive Director and Development Director, identify opportunities to generate earned media for Ventures and our clients, including feature articles, Op-Eds, features and awards.

**Leadership & Management (20%)**

• Participate as a member of the Management Team to set organization-wide goals, develop & implement the strategic plan, assess organizational opportunities, support organizational changes, and steward workplace culture;
• Inspire, lead, motivate, and supervise staff and support in the building of the Marketing and Communications Department;
• Develop and oversee professional development opportunities for staff’s continuous education and growth;
• Manage department budget, support with grant proposals and grant reporting that fund the work of the department. Monitor and deliver on department related grant deliverables.

**Manage Ventures’ Online Presence (10%)**

• Manage Ventures website - make content and format updates through WordPress; train staff; enforce conventions and standards. Manage website backend developer contract and serve as website administrator.
• Build, test, and deploy landing pages using marketing tools;
• Design and orchestrate a lively social media presence strategy (Instagram, Facebook, Twitter, LinkedIn, and our blog) to increase public awareness, donor acquisition and stewardship, and program enrollment. Support Marketing and Communications staff member in the posting and designing of social media posts;
• Steward Ventures online community – orchestrating thoughtful responses to feedback and monitoring comments on platforms on platforms to ensure alignment with organizational values;
• Measure and track campaign effectiveness and digital properties.

**Maintain Ventures' Brand Identity (10%)**

• Champion the Ventures brand, linguistic and visual identity; equip staff, board, and volunteers to use the brand according to branding guidelines;
• Collaborate with Development and Program staff to write and edit as needed, all public-facing content, including blog posts, videos; email newsletters, annual report, announcements and messages; social media posts; mailings, etc.
• Maintain brand consistency in the agency email platform (MailChimp); enforce brand and messaging conventions;
• Uphold and update agency core messaging, language and writing style standards across print and online program and development materials;
• Develop, design and produce marketing collateral for the organization (for both fundraising and programmatic goals) and ensure consistency across the organization;
• Identify key audiences and messages, understand all existing and new programs, and create consistent messaging in alignment with brand strategy;
• Monitor competitors, be aware of changes in micro enterprise landscape and news, understand challenges faced by entrepreneurs and our client demographic.

Other duties may be assigned as needed.

QUALIFICATIONS:
Knowledge of:
• Fundamentals of marketing, communications, and public relations.
• Communications for fundraising purposes, including strengths-based storytelling and drafting compelling solicitations.
• Proficiency with WordPress or comparable content management system and ability to manage website content updates.
• Proficiency with graphic design principles and applications including the Adobe Creative Suite.
• Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.) and social scheduling tools (HootSuite preferred).
• Passion for small business ownership, entrepreneurship, and poverty alleviation; knowledge of the factors influencing small business success and the barriers faced by low-income and underserved or under-represented individuals to achieving financial stability.

Ability to:
• Work with a positive and professional attitude; ability to work well with diverse personalities, in a team or individually; excellent organizational and planning skills, and a high level of attention to detail.
• Organize, triage and prioritize competing marketing and communications needs keeping organizational strategic priorities top of mind, working in collaboration with Ventures leaders to accomplish the external relations goals of each internal stakeholder.
• Drive Ventures storytelling through respectful collaboration with Ventures clients to tell diverse and strengths-based stories of client success, with a dual purpose of advancing the Ventures mission and growing Ventures clients' businesses.
• Utilize design principles and software programs to create print and electronic marketing collateral.
• Communicate effectively in writing to a diverse range of audiences including donors, volunteers, the media, and Ventures clients.
• Distill complex concepts and data into clear, concise, and compelling content that inspires action.
• Prioritize projects, take initiative, and meet deadlines.
• Serve as an ambassador of Ventures through strong interpersonal skills.
• Edit and proofread all types of copy.

Experience:
• At least 5 years of experience in marketing, communications, social media, graphic design, creative writing, public relations, or other relevant field.
• At least 3 years of organizational marketing leadership and experience directly supervising staff
• Progressive responsibility in a role demanding creativity, initiative, and attention to detail.
• Written and verbal proficiency in Spanish preferred.
• Experience in digital fundraising strategies and nonprofit communications preferred.
• Current or previous small business ownership and/or experience in microenterprise development, small business development, financial empowerment or related industry.

SUPERVISORY RESPONSIBILITIES
As a supervisor of one or more positions, responsibilities include:
• Ensuring the employee has a complete and accurate job description (set at the time of hire or promotion, when conditions change significantly, or when reviewed annually as part of the employee’s performance review);
• Ensuring proper record keeping for human resources, including offer letters, timesheets, position change forms, leave requests, and new staff forms;
• Interviewing, selecting, hiring, and onboarding staff into vacant positions;
• Monitoring supervisee morale and making efforts to facilitate a spirit of teamwork and camaraderie;
• Communicating performance expectations such as procedures, work schedule, etc., not detailed in the job description;
• Working with the employee to set annual goals, professional development, etc.
• Ongoing monitoring of workload, progress on goals, etc.;
• Providing scheduled verbal and written performance reviews as specified in the employment policies, and addressing any immediate performance issues as they arise;
• Identifying conflicts that involve your supervisees and mediating with other supervisors or staff members to solve conflicts promptly;
• Making and communicating decisions to lay off or fire employees based on performance, financial, or other reasons;
• Management and proactive monitoring of department budget.

STAFF-WIDE EXPECTATIONS
All staff are expected to engage in activities that contribute to the general wellbeing of the organization. Unless specifically stated otherwise, staff should expect to:
• Adhere to and demonstrate the Ventures core values in their work;
• Participate in staff meetings, workgroups and committees;
• Commitment to Ventures initiatives and work on diversity, equity and inclusion and advocacy;
• Support a culture of data excellence through timely data entry and effective utilization of data and technology systems;
• Attend and participate in client and volunteer events when practical;
• Support fund development through activities such as participating in workgroups and committees, provide support at Ventures events, attending and bringing guests to events, bringing content expertise to grant writing or donor relationships, adhering to brand guidelines etc.;
• Exhibit the Ventures core values: integrity, diversity, empowerment, community, innovation, and client-success
• Contribute to the cleanliness and organization of the physical environment
• Adhere to all Ventures Policies and Procedures

COMPENSATION AND BENEFITS:
• Starting Salary/Rate: $73,266-$89,499 per year
• Subsidized Medical insurance – 90% of premiums paid for by Ventures, 50% of premiums for partners and dependents
• Paid Dental Insurance - 100% Ventures paid premiums
• Flexible Spending Account (Medical and Daycare)
• 403b Retirement Account with 3% employer contribution
• Life and long-term disability insurance
• Subsidized ORCA pass
• Annual professional development & workplace wellness spending allowance
• Generous paid leave, including 17 paid holidays per year; 17 to 22 paid vacation days per year (depending upon tenure); and 12 paid sick days per year

DETAILS:
• Department: Marketing and Communications
• Tax Class / FSLA Status: Exempt
• Supervisor: Executive Director
• Supervisory Responsibilities: 1 FTE Marketing and Communications staff
• Schedule: Full-time, 40 hours per week.
• Location: “The 2100 Building” - 2100 24th Avenue South, Suite 380, Seattle, WA 98144, Ventures requires employees to come into the office 1-2 days per week.
• An employment offer will be contingent upon the completion of a background check.

TO APPLY:

Please send a cover letter highlighting how your qualifications align with this position and your resume to: hiring@venturesnonprofit.org.

Application review to start on April 7, 2023. The position will remain open until we find our ideal candidate. The desired start date for this position will be on May 16, 2023, with flexibility to start earlier. No phone calls please.

EMPLOYMENT ELIGIBILITY:
Applicants for this role will only be considered if they are able to legally work in the United States, where this position is located without visa sponsorship.

Ventures requires all employees be vaccinated with a COVID-19 vaccine. Employees are considered vaccinated two weeks after completing primary vaccination with a COVID-19 vaccine, with, if applicable, at least the minimum recommended interval between doses. All new employees must inform Ventures of their vaccination status within three days of hire date and must be fully vaccinated no later than 45 days after hire date.
BACKGROUND CHECK PROCEDURE
The offer of this position at Ventures is contingent upon clear results of a thorough background check.

REASONABLE ACCOMMODATIONS
Reasonable accommodations for applicants with disabilities can be made upon request. To request an accommodation or for further information, please email hiring@venturesnonprofit.org

PHYSICAL DEMANDS/WORKING CONDITIONS
The employee must be able to operate a computer and other office equipment, speak and listen on the telephone, and accurately see and interpret columns of numbers.

This position description generally describes the principal functions of the position and the level of knowledge and skills typically required. It does not constitute an employment agreement between the employer and the employee, and it is subject to change as the needs of the employer and the requirements of the job change.

Ventures is an Equal Opportunity Employer. Applications are considered without regard to race, age, sex, color, creed, religion, disability, national origin, marital status, mental or physical handicap, sexual orientation (heterosexuality, homosexuality, bisexuality and gender expression of identity) or any other classification protected by law.