



## POSITION OPENING

# Director of Marketing + Communications

Salary Range:	\$70,000 - \$100,000 plus generous benefits
Job Status:	Exempt
FTE Status:	Full time
Reports to:	CEO
Location:	Portland, OR

## JOB DESCRIPTION

The Director of Marketing + Communications is responsible for planning, development and implementation of all of the Organization's marketing strategies, communications, and public relations activities, both external and internal. Directs the efforts of the marketing, communications staff (currently one) and coordinates at the strategic and tactical levels with the other functions of the Organization. Ties all marketing activity back to organizational goals. Keeps the big picture in focus. Key point of contact for all major internal and external relationships (eyes, ears, and mouth of the marketing team as a whole). Oversees major marketing campaigns. Chief translator, navigator, and coach to the team.

As a member of the executive management team, the Director of Marketing + Communications will be involved in organization-wide strategic and business planning, evaluation, and professional development initiatives. The position reports to the CEO.

## DUTIES & RESPONSIBILITIES

### Strategy & Management

- Leads development of EcoDistricts' 3-year Marketing & Communications plan and ensures adherence to the goals and brand outlined therein.
- Responsible for the achievement of the goals and objectives of the Marketing + Communications Plan. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO and Board.
- Ensure that the appropriate systems, staffing and procedures are in place to properly and reasonably support marketing and communications.

- Works closely with program staff to design and implement communications strategies and effective messaging for organizational and project-specific goals.
- Work with the Director of Finance + Administration and Directors to develop annual budgets for marketing & communications, and monitor progress, assure adherence and evaluate performance.
- Assists our Directors and program staff in ensuring our communications are culturally competent and reach diverse audiences.
- Manages some organizational partnerships that support organizational marketing and fundraising goals.
- Manages Board Marketing and Communications Committee.
- Manages interns and research fellows focused on communications/marketing.

#### Brand Management

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing.
- Ensure that brand identity, messaging and marketing and communications strategy are infused in all organizational efforts (programming, development, network support).
- Develop, implement, and evaluate marketing campaigns related to programs, special events, and donor cultivation.

#### Content Strategy and Management

- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports.
- Lead the strategy and generation of engaging digital content for EcoDistricts' website, social media and email channels that leads to measurable action.

#### Press and Public Relations

- Identify trends, monitor current events and influencers to anticipate opportunities for EcoDistricts to engage in and/or lead the national conversation on sustainable urban regeneration.
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Develop close partnerships with members of the media.

#### Fundraising

- Assists membership and development staff with fundraising appeals and events.

- Occasionally edits grant proposals.

#### Outreach

- Occasionally represents EcoDistricts at public events.

#### SKILLS & QUALIFICATIONS

- At least five to eight years of professional experience, including leading the communications, marketing, social media and public relations activities of a high-growth organization
- Bachelor's degree required, advanced degree preferred in the areas of communications and marketing related field (e.g. marketing, business administration, management, advertising, journalism, and/or communications)
- Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns, communications and public relations activities
- Strong creative, strategic, analytical, organizational and personal skills, with the experience of managing multiple projects at a time
- Experience overseeing the design and production of online and print collateral and publications
- Excellent writing and editing skills
- Experience developing and implementing successful social marketing strategies
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Computer literacy in Microsoft Office required – Salesforce and Adobe Design Suite experience preferred
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and system
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
- Personal qualities of integrity, credibility, and a commitment to EcoDistricts' mission

#### ABOUT ECODISTRICTS

EcoDistricts is a nonprofit organization dedicated to just, sustainable and resilient cities and

neighborhoods for all. EcoDistricts provides support and leadership for urban change makers and innovators to accelerate sustainable district and neighborhood scale regeneration. To learn more, visit [ecodistricts.org](http://ecodistricts.org).

EcoDistricts employs a collaborative, team based approach through staff developed, mutually agreed upon core values. EcoDistricts supports a healthy work-life balance and recognizes that there are tangible benefits from supporting flexible working practices and assisting employees to achieve a balance in their work commitments and their life outside of work. Employees work a standard workweek but are occasionally required to work overtime, including some evenings and weekends.

#### TO APPLY

This position is open to all qualified applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, marital status, or status as a covered veteran. EcoDistricts provides full medical, dental, and retirement benefits. Send cover letter, resume, and work samples to [angie@ecodistricts.org](mailto:angie@ecodistricts.org) with “Director of Marketing + Communications” in the subject line. Application due: 5 PM, Friday June 19<sup>th</sup>.