

JOB DESCRIPTION



Title: Associate Director, Marketing & Communications

Reports to: Director, Development & Communications

Department: Marketing & Communications

I. POSITION OVERVIEW

Spence-Chapin Services to Families and Children is looking for a creative and passionate marketer to join our team as Associate Director of Marketing & Communications. The Associate Director is responsible for building and executing comprehensive digital and traditional marketing campaigns that elevate our brand and increase public awareness of our organization and the services we provide.

Working in close collaboration with the Development and Program teams, senior leadership, and the marketing and design staff, the Associate Director will build out marketing campaigns to promote Spence-Chapin branding, program services and events, and to supervise external messaging.

This role offers a dynamic opportunity to bring Spence-Chapin's mission to a broader community. The Associate Director must possess a track record of successful marketing campaigns, proven expertise in social media, digital advertising, digital analytics management, excellent writing and editing skills, strong program management and administrative skills, and the ability to work with diverse program teams throughout an organization.

The ideal applicant is an innovative marketing professional who is up to date on marketing trends, a persuasive writer, and an effective program administrator. This person is an energetic self-starter, skilled multi-tasker, creative problem solver, and positive team player.

II. KEY PERFORMANCE INDICATORS

- Design and execute sophisticated marketing and communication campaigns to increase brand awareness, support brand's mission and growth.
- Work with Senior Management and Program Directors to develop and implement annual marketing strategies that promote organization program goals and services.
- Advance Spence-Chapin's story and vision through the company's social media platforms by developing and managing editorial plans, channel strategy and content creation.
- Coordinate message delivery across various platforms simultaneously (direct mail, email marketing, site visits, and website) collaboratively with marketing and design team, Development Department, and Program staff.
- Manage website, blog, and social media content and messaging.
- Manage digital and print advertising to promote Spence-Chapin and services.
- Analyze and report website traffic through use of Google Analytics and AdWords.
- Maintain all contact with the media; including pitching stories, coordinating responses to press requests.
- Manage a team of two to three staff members.
- Knowledge of or ability to learn the complexities inherent in child welfare and adoption work.
- Perform any other department or agency-related duties or special projects as directed by supervisor.

III. EDUCATION & EXPERIENCE

- Bachelor's degree required, preferably in area of communications and marketing.
- Five to seven years of marketing and communications experience required.
- At least two years of direct supervisory management experience strongly preferred.

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- Experience promoting not-for-profit services (e.g., social services, humanitarian aid, education) and/or working for a non-profit organization strongly preferred.

IV. TECHNICAL SKILLS

- Expertise in social media, digital advertising, and digital analytics management required.
- Expertise in managing online advertising such as through Google Ads or Facebook ads required.
- Expertise in SEO content writing for websites and other media required.
- Proficiency in Microsoft Suite products (Word, Excel, Outlook) required.
- Expertise in use of social media scheduling software such as Hootsuite required.
- Knowledge of Adobe Suite, including InDesign, Photoshop and Illustrator required.
- Knowledge of WordPress, MailChimp and similar email platforms required.
- Knowledge of CRM databases a plus.

V. KEY COMPETENCIES

- Ability to create innovative, diverse marketing campaigns that promote organization brand and attract new clients.
- Experience with rebranding campaigns for organizations a plus.
- Up to date and knowledgeable on current marketing trends and strategies
- Excellent writing skills: ability to create and edit persuasive copy for diverse audiences.
- Proven successful team management experience; strong people/interpersonal skills.
- Strong project management skills: effective organization, budget management, administration, and communication skills.
- Experience managing complex projects: able to multitask, set and balance priorities, follow through on multiple projects to efficiently meet goals and deadlines.
- Proven ability to lead, build relationships, and work effectively in a cross-functional team environment.
- Ability to work independently and collaboratively.
- Ability to be flexible and adaptable to tasks.

Email: recruiting@spence-chapin.org with cover letter and resume.

This job description is not intended to detail every aspect of your job or list every task you may perform. It is provided as a general overview of the responsibilities and skills required to do this job successfully.