

Job Description

TIME FOR CHANGE
FOUNDATION



Communications Director

The Communications Director is responsible for coordinating Time for Change Foundation's (TFCF) communications strategies, marketing, branding, tracking website maintenance and management, SEO, public relations, creation content, donor engagement, and all other duties as assigned. In addition, the Communications Director shall develop, implement, track, and optimize our marketing campaigns across all digital channels. The Communications Director will work with the executive team to develop effective communication strategies to enhance the visibility and support of the agency.

Responsibilities

1. Maintain and expand our social media presence across all digital channels and website leveraging agency's mission.
2. Build and sustain relationships that energize and motivate funders and community partners to become sustainable givers.
3. Design, implement, and manage a comprehensive strategic development plan focused on expanding and enhancing relationships with area businesses and organizations to create new engagements opportunities for funding and partnerships.
4. Liaise with TFCF's external communications to identify media channels to raise awareness of the organization.
5. Develop various aspects of non-profit marketing both in general and specific to the interest of digital media and traditional marketing as a focus area.
6. Maintain up-to-date donor lists and assist in the execution of various aspects of digital marketing campaigns to maximize outreach, donor/supporter engagement, and campaign performance.
7. Measure and report on the performance of all digital marketing campaigns.
8. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
9. Identify trends and insights and optimize spend and performance based on the insights.
10. Utilize strong analytical ability to evaluate online content visitor experience across multiple channels that will attract and engage supporters.
11. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
12. Facilitate internal communications among TFCF staff. Manage communications calendar and ensure out of office messages/holiday messages are in place.
13. Facilitate external communications with outside agencies, government officials, the press, and the community
14. Manage media relationships with each partnering agency.
15. Support marketing and fundraising efforts
16. Create collateral press materials such: as op-eds, talking points, letters to the editor, including writing, editing, and managing design and production (i.e., press releases, newsletter, annual reports, brochures, special event materials, electronic newsletters, social media etc.).
17. Assist in the creation of forms, emails, and graphics and help manage all digital assets to increase potential revenue opportunities
18. Track and archive media clips on website and scrapbook Write/create daily and weekly social media posts on TFCF's social media outlets.

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Qualifications

1. Strong networking and public relations skills
2. Event planning experience a plus
3. Proven working experience in digital marketing
4. Advanced knowledge with highly utilized programs (e.g., Zoom, Adobe Creative, Canva, Microsoft Office)
5. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
6. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
7. Experience in optimizing landing pages and user funnels
8. Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends)
9. Experience in setting up and optimizing Google AdWords campaigns
10. Working knowledge of HTML, CSS, and JavaScript development and constraints
11. Strong analytical skills and data-driven thinking
12. Up to date with the latest trends and best practices in online marketing and measurement

Minimum Education/Experience

1. BS degree in marketing and/or communications required
2. MS in marketing and communications is a plus
3. Minimum 5 years Marketing and Communications experience required
4. At least 2 years of managerial or supervisor experience.
5. Non-Profit experience a plus

Salary Range

- \$65,000-\$75,000 per year

Position Type

- Full-time.

Location

- San Bernardino, CA