



Community Foundation of Greater Chattanooga

Vice President of Marketing & Communications

Organization Name:	Community Foundation of Greater Chattanooga
Website:	https://cfgc.org
About Our Organization:	<p>For almost 60 years, the Community Foundation of Greater Chattanooga has strengthened the community by transforming generosity into lasting change. It exists to connect donors' passions - their values - with purpose, so that they can have a meaningful impact on the community. The mission of the Community Foundation is to transform generosity into lasting change toward a more just and prosperous Chattanooga where all residents can reach their full potential. The Community Foundation of Greater Chattanooga is a trusted community partner, serving at the intersection between ideas and action, needs and resources, donors, and non-profits. The Community Foundation currently has assets under management of more than \$237M. The Foundation distributes over \$15M a year in grants annually.</p>
Reports To:	President & CEO
Job Location:	Chattanooga, TN-37408
FLSA Status:	Exempt
Prepared By:	CFGC Staff
Prepared Date:	October 2024

Job Summary

The Vice President of Marketing and Communications is responsible for developing and implementing a comprehensive marketing and communications strategy, broadening the impact and reach of the Foundation. This includes supporting the Foundation's strategic initiatives and investments, as well as deepening existing relationships with donors, grantees, and community partners. Reporting to the President and a part of the Senior Leadership staff, the Vice President of Marketing and Communications oversees internal and external communications functions to advance the Foundation's strategic priorities.

Essential Duties and Responsibilities

The job profile is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, and/or new ones may be assigned at any time with or without notice.

Marketing and Communications Strategy

- Develops and drives the implementation of a comprehensive marketing and communications strategy aligned with the Foundation's goals to further our brand as a thought and change leader and preferred philanthropic partner.
- Works closely with VP of Philanthropy and President to develop and execute prospect donor and referral marketing strategy.
- Ensures that the communications strategy is effective in aligning all aspects of our work, including grantmaking, strategic initiatives, resource development and stewardship.
- Advises senior leadership on overall communications strategy and plan.
- Serves as a strategic partner and communications subject matter expert in the Foundation's Strategic Initiatives.
- Directs market research, including deep dives into audience personas and trends in the sector.
- Develops and applies analytics to maximize the impact strategies.

Management and Staff Oversight

- Leads the Communications Department, engaging staff in developing and managing clear priorities and objectives.
- Provides performance evaluations, coaching, and feedback to department staff and outside contractors.
- Leads recurring Communications Department meetings, which may also involve outside contractors.
- Manages the Communications Department budget.

Functional Oversight

- Paid Media - Develops and executes a marketing strategy, including paid advertising, to reach prospective donors and professional advisors. Works with the VP of Philanthropy and President to develop and implement the plan.
- Earned Media - Serves as spokesperson for the organization and its strategic initiatives. Responds to media inquiries and makes presentations to various stakeholder groups. Prepares staff and Board members to respond to media inquiries as needed.
- Owned Channels - Oversees the overall strategy related to the Foundation's web and social media content. Supports the Manager of Communications and Strategy in implementation. Leads the development and execution of an annual communications plan.
- Content Creation - Development and deployment of messaging that is on-brand and appropriate for the audience, across a variety of communication channels.
- Evaluation - Conducts ongoing assessment of the effectiveness of marketing and communication initiatives, evolving them to optimize performance.
- Events –Works with senior leaders and other team member to conceptualize event and stakeholder experiences. Leads to development of key messages to reach target audiences and guides the implementation and production of donor, community and other events. Works with the Manager of Communications and Strategy and other Foundation Departments on developing event collateral and implementing communications strategy.
- Vendor and Consultant Management - Manages relationships with consultants in brand development and other marketing and communications areas as needed. Ensures that resources are efficiently deployed and aligned to organizational goals.

Qualifications

Years of Experience

10 - 15 years' in marketing or communications, including extensive experience leading teams of high-performing marketing and communications professionals. Marketing strategy & brand development experience required.

Skills

Excellent leadership, communication, analytical, and project management skills. Experience in the design and implementation of successful marketing campaigns. Knowledge and proficiency in SEO, Google AdWords, and web analytics preferred Experience with systems including G Suite, InDesign, Adobe Suite, & Canva preferred.

Education

Bachelor's Degree

Degree or Formal Training

Marketing or Communications preferred

Salary & Benefits

Starting Salary range begins at \$108,800

Excellent benefits including paid medical, dental and life insurance; 403b and generous leave time.

Apply through our careers page - <https://cfgch.bamboohr.com/careers/23>

Please submit a resume & cover letter that outlines how your skills and experiences match the qualifications of this position.

Application review will begin November 14th, 2024.

No calls or emails, please.

The Community Foundation of Greater Chattanooga (CFGC) is committed to the perspective of all voices and encourages diversity of applicants and within our organization. CFGC is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, age, national origin, disability status, protected veteran status, or any other characteristic protected by law.