



Senior Director of Marketing & Communications

Organization Name: Community Foundation of Greater Chattanooga

Website: <https://cfgc.org>

About Our Organization:

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.

Reports To: President & CEO

Job Location: Chattanooga, TN-37408

FLSA Status: Exempt

Prepared By: CFGC Staff

Prepared Date: May 2024

Job Summary

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

- Responsible for developing and driving the implementation of a comprehensive marketing and communications strategy to advance the Foundation's goals, and further the Foundation's brand as a thought and change leader in philanthropy and a preferred philanthropic partner. This includes effectively and consistently communicating

the Foundation's mission, vision, impact, and strategic priorities to all key audiences using narrative frames that align with our values, as well as managing relationships with consultants in brand development.

- Has ultimate responsibility for the development and execution of an annual communications plan that effectively supports and aligns all aspects of the Foundation's work, including grantmaking, strategic initiatives, and resource development and stewardship and works with Manager of Communications & Strategy, staff and consultants to ensure the plan is implemented effectively. In addition, advises senior leadership, including the President, on overall plan and strategy.
- Responsible for the development and implementation of a marketing strategy, including paid advertising, designed to reach prospect donors and increase referrals from professional advisors. Will work closely with VP of Philanthropy and President to develop the plan and engage consultants and the Manager of Communications and Strategy to implement the plan.
- Supports the Foundation in the implementation and production of donor, community and other events, working with the Manager of Communications and Strategy and other Foundation Departments on developing collateral and implementing communications strategy.
- Maintains ultimate responsibility for the design and strategic direction of the Foundation's media strategies and printed materials and works with Manager of Communications and Strategy to engage internal and external stakeholders as appropriate to ensure high-quality products are delivered.
- Leads the Communications Department, supporting staff in developing clear priorities and objectives in line with strategic plan. Provides constructive and timely performance evaluations, continuous coaching, and feedback to department staff. Responsible for leading recurring Communications Department meetings, ensuring meeting agendas are aligned with the overall communications strategy and goals.
- Responsible for driving content strategies for the Foundation and senior leadership, including speechwriting, presentation prep, and editorial writing. Works in partnership with the Manager of Communications and Strategy and consultants in developing and editing relevant content.
- Develops and applies analytics to continuously adjust and maximize the impact of marketing and communications activities and directs market research to keep abreast of changing demographics and other relevant data.
- Manages the Communications Department budget, including budgets allocated to vendors and subcontractors, to ensure that resources are efficiently deployed and aligned to organizational goals.
- Responsible for marketing and communications strategy and collateral associated with Foundation events. Works with the Manager of Communications and Strategy and other Foundation departments on implementation and event production.
- Works with the President, Manager of Communications and Strategy and public relations consultant to serve as spokesperson for the organization and the Foundation's strategic initiatives, including responding to media inquiries and making presentations to various stakeholder groups.
- Maintains ownership for overseeing the overall strategy related to the Foundation's web and social media content, supporting the Manager of Communications and Strategy in implementation.
- Serves as a strategic partner and communications subject matter expert in the Foundation's Strategic Initiatives, weighing in on considerations and strategy from a Marketing and Communications lens.

Qualifications

Years of Experience

5 - 7 years' in marketing or communications including experience in a leadership role. Marketing strategy & brand development experience required.

Education

Bachelor's Degree

Degree or Formal Training

Marketing or Communications preferred

Salary & Benefits

Starting Salary of \$90,200.

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

Apply to this posting through this Application Link - <https://cfgc.hire.trakstar.com/jobs/fk0vasu?source=>

Please submit resume with cover letter outlining how your experience and skills match the qualifications of the role.

No phone calls or emails, please.

Accepting applicants through June 19th at 5:00pm EST.

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.