



Title: Director of Marketing & Communications

Department: Marketing & Communications

Reports to: Chief Development & Marketing Officer

Status: Full time, exempt

POSITION SUMMARY

Under the direction of the Chief Development & Marketing Officer, the Director of Marketing & Communications is responsible for leading the development, implementation, and evaluation of marketing and communications efforts for Feeding San Diego (FSD), including public relations, advertising, digital marketing, brand management, and creative services. Additionally, the Director of Marketing & Communications serves as a strategic advisor and partner on fundraising initiatives and community engagement activities to promote the value of philanthropy, realize contributed revenue, launch integrated campaigns, and support key external relationships.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead the creation, management, and evaluation of multifaceted marketing and communications activities to differentiate the FSD brand, connect external audiences to the organization, increase stakeholder engagement, and inspire devotion to the cause.
- In collaboration with the Chief Development & Marketing Officer, develop annual marketing and communications plans to support increased philanthropic giving, community engagement, and broad awareness of hunger and interconnected issues. Create and implement project and campaign plans as necessary to articulate shared cross-functional goals, outline required deliverables, and demonstrate ROI.
- Oversee ongoing public relations efforts to garner earned media coverage, secure speaking engagements, engage key influencers, and fulfill commitments to funding partners.
- Refine and maintain organizational brand guidelines and key messaging framework to ensure cohesiveness and continuity in all internal and external communications, including digital properties and fundraising communications.
- Oversee the development, production, and distribution of marketing materials, including the quarterly newsletter, digital communications, campaign and event materials, signage, and donor recognition systems.
- Manage advertising schedule, cultivate media relationships, and negotiate advertising buys. Ensure creative assets are produced on schedule, within budget, adhere to style guidelines, and optimized to generate measurable results.
- Provide strategic counsel and project management services to the development department on key fundraising projects, including direct response marketing, cause marketing campaigns, special events, third-party events, and corporate partner recognition. Support the development team on the fulfillment and tracking of marketing benefits for individual donors, corporations, foundations, and other funders.
- Manage digital marketing activities, including the website, email communications, and social media platforms. Monitor and track analytics to improve messaging, optimize conversion rates, and ensure an integrated user experiences across all digital properties.

- Supervise and mentor two marketing and communications staff members to ensure clear goals and accountabilities are established and achieved.
- In consultation with the Chief Development & Marketing Officer, create, monitor and report on annual marketing and communications department budget. Produce performance reports to track department achievements, progress, and other relevant details. Maintain dashboard tracking for all marketing and communications activities.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The listed requirements are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATIONS: EDUCATION AND EXPERIENCE

Minimum of five years of directly related experience in a non-profit, media, or agency environment, along with a bachelor's degree in marketing, communications, or related field of study; or an equivalent combination of education and experience. Two years of experience managing staff and/or consultants in multiple creative disciplines. Demonstrated track record in developing and leading marketing communications efforts to support revenue generating initiatives.

QUALIFICATIONS: KNOWLEDGE, SKILLS AND ABILITIES

- Exceptional writing and oral communication skills; strong proofreading and editing skills.
- Outstanding attention to detail and robust project management skills.
- Quick, nimble and flexible work style.
- Ability to reprioritize to achieve deadlines and tight turnaround times.
- Collaborative and service-minded approach to leading creative teams.
- Expert knowledge of integrated marketing communications and related disciplines, including public relations, advertising, and brand management.
- Knowledge of best practices in digital marketing, social media, and web development, including SEO, SEM, email marketing, and the use of WordPress or comparable CMS.
- Proficiency in Microsoft Office required; Adobe Creative Suite preferred.
- Ability to work evenings and weekends as required for events and external engagements.
- Familiarity with not-for-profit fundraising principles preferred.

PHYSICAL, MENTAL AND ENVIRONMENTAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to:

- Work in an office adjacent to a warehouse setting with occasional travel to other locations in San Diego County. The noise level in the work environment is usually quiet but it is in close proximity to a distribution center with machinery and large trucks.
- Sit, stand, walk, bend, kneel, and use hands, arms, and legs for dexterity, balance, and climbing stairs frequently. Must be able to sit for prolonged periods of time.
- Occasionally is required to operate office equipment and machines, and recognize and abate safety hazards within the workplace.
- Prioritizes and multi-tasks work and projects requiring good memory, concentration and analytical thinking.
- Must be able to lift, carry, and balance objects weighing up to 25 pounds.

- Must be able to hear, see (including peripheral vision and distinction of colors), read, and communicate verbally and in writing frequently with a wide range of people from divergent socio-economic and cultural backgrounds and origins.

LICENSES AND CERTIFICATIONS

Must have reliable transportation and possess and maintain a valid California driver's license, a satisfactory driving record, including proof of personal vehicle insurance coverage and insurability under the Agency's insurance carrier standards.

TOOLS AND EQUIPMENT USED

Standard office equipment and machines such as telephone, personal computer, multi-function copy machine, and 10-key calculator.

HOW TO APPLY

Submit a resume, cover letter with salary requirement, and three professional work samples in one PDF document to humanresources@feedingsandiego.org. Please include the name of the position in the subject line. A full portfolio may be requested during the interview process.