



Director of Marketing and Communications

Job Scope

The Director of Marketing and Communications is a critical position that plays a central role in enhancing an organization's overall brand image and business growth. In this role, the Director is tasked with developing and executing comprehensive marketing strategies that aim to boost brand recognition, engage customers, and support the organization's overall objectives. The Director of Marketing and Communications is responsible for leading a team of professionals and working collaboratively with various departments across the organization to ensure that all marketing and communication activities are aligned with the organization's goals.

Responsibilities

- Develop comprehensive marketing and communications strategies aligned with the organization's goals and objectives.
Manage the marketing and communications team, providing guidance, mentorship, and performance evaluations.
Oversee the creation and implementation of marketing campaigns, including advertising, digital marketing, content marketing, and social media.
Collaborate with cross-functional teams, such as sales, product management, and creative services, to develop integrated marketing initiatives.
Conduct market research and analysis to identify target audiences, market trends, and competitive positioning.
Monitor and measure the effectiveness of marketing campaigns, providing regular reports and insights to senior management.
Manage the organization's brand identity and ensure consistency across all marketing and communication channels.
Develop relationships with media outlets, industry influencers, and key stakeholders.
Serve as a spokesperson for the organization, representing its mission, values, and products/services to the public and media.
Oversee the development and production of marketing collateral, including brochures, presentations, videos, and website content.

Requirements

- Bachelor's degree in marketing, communications, or a related field (Master's degree preferred).
Proven experience in a senior marketing or communications role, preferably in a similar industry.
Strong leadership and management skills, with the ability to motivate and inspire a team.
In-depth knowledge of marketing principles, strategies, and best practices.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Excellent written and verbal communication skills, with the ability to craft compelling messages for different audiences.

Proficiency in digital marketing platforms, social media management, and marketing automation tools.

Strong analytical skills and the ability to interpret data and metrics to make informed decisions.

Experience in crisis management and professionally handling sensitive issues.

Creative mindset with the ability to think strategically and develop innovative marketing approaches.

Ability to work in a fast-paced, deadline-driven environment and manage multiple projects simultaneously.

Strong interpersonal skills with the ability to build relationships and collaborate with internal and external stakeholders.