

JOB DESCRIPTION



Job Title: Marketing & Communications Director
Reports To: President & Chief Executive Officer
Status: Full-Time, Exempt
Salary: DOE, Plus Benefits

Fresno Building Healthy Communities does not discriminate on the basis of race, color, religion, origin, gender, national origin, age, marital status, military service, disability or sexual orientation. Reasonable accommodations provided upon request. All applicants tentatively selected for this position will be required to pass a background screening and submit to any required tests to screen for illegal drug and alcohol use prior to employment.

ORGANIZATION BACKGROUND

Fresno Building Healthy Communities (Fresno BHC) works with community leaders, non-profit and faith-based organizations, and policymakers to foster and encourage thriving communities where all children and families can live healthy, safe, and productive lives.

Fresno BHC's work is grounded in the underlying belief that social, environmental, political, and economic factors together have an impact on the health and wellbeing of individuals and community as a whole. Fresno BHC works to continually engage a diverse constituency around issues related to education, health, land-use, youth leadership, civic engagement, and community development, with special focus on residents living in central, southeast, and southwest Fresno.

Representing more than 97,000 south Fresno residents, Fresno BHC is building a movement to change policies and systems in order to create *One Healthy Fresno* for everyone.

POSITION DESCRIPTION

Under the general supervision of the President & Chief Executive Officer, the Marketing & Communications Director is responsible for developing and implementing the long-term marketing and communications vision for Fresno BHC's brand, which promotes Fresno BHC's mission and unique position within the public health and social justice sectors.

The Marketing and Communications Director is responsible for planning, development, and implementation of all Fresno BHC marketing strategies and marketing communications, both external and internal. Oversees development and implementation of support materials and services in the area of marketing and communications. Directs the efforts of the marketing and communications staff and coordinates at the strategic and tactical levels with the other functions of the organization.

RESPONSIBILITIES

1. Develop, implement, and oversee internal and external communication plans, media strategies, marketing, and public affairs in accordance with Fresno BHC goals, mission, and values.
2. Create, implement, and measure the success of a comprehensive marketing and communications program that will enhance Fresno BHC's image and position within the marketplace and the public, and facilitate internal and external communications.
3. Manage the strategic and creative design of Fresno BHC marketing and communications activities and materials.
4. Manage the Marketing and Communications staff – currently consisting of a Communications Specialist and Marketing Specialist.
5. Ensure articulation of Fresno BHC's desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all constituencies, both internal and external. Uphold protocol to ensure a uniform "house style" (uniform fonts, logos, pictures).
6. Responsible for editorial direction, design, production and distribution of all Fresno BHC publications.
7. Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.

8. Coordinate the appearance of all Fresno BHC print and electronic materials such as letterhead, use of logo, brochures, etc.
9. Develop, coordinate, and oversee programs, technical assistance, and resource materials to assist partners in the marketing, communications and positioning of their activities.
10. Ensure that Fresno BHC regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
11. Leads special projects as assigned, such as special events, re-branding/logo development, capital campaign communications plan, etc.
12. Responsible for the achievement of marketing and communications goals and financial objectives. Ensure that evaluation systems, including benchmarks, are in place related to these goals and objectives and report progress to the President and CEO.
13. Develop short- and long-term plans and budgets for the marketing and communications department and its activities, monitor progress, assure adherence, and evaluate performance.
14. Recommend short- and long-term organization goals and objectives to President & CEO.
15. Develop, implement, and monitor systems and procedures necessary for the smooth operation of the marketing and communications department.
16. Keep informed of developments in the fields of marketing and communications, and not-for-profit management and governance, and use this information to help the organization operate with initiative and innovation.
17. Provide support to the President & CEO, Board members, and selected others in public affairs matters and marketing and writing activities.
18. Work with various staff and volunteers to develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, decision-making; and ensure the overall health and vitality of the organization.
19. Develop and coordinate means to seek regular input from Fresno BHC's key constituencies regarding the quality of programs and services and the organization's relevance.
20. Help formulate and administer policies to ensure the integrity of the organization.
21. Act as an internal consultant to bring attention and solutions to organizational priorities.
22. Manage and oversee contracted communications and marketing consultants and vendors.
23. Maintain records that measure the scope and effectiveness of messages, relating them to goals identified in Fresno BHC strategic and programmatic plans and assist with the preparation of regular progress reports for funders and internal purposes.
24. Participate in assigned local, regional, and statewide activities.
25. Maintain flexible hours as some meetings and program activities may occur outside normal office hours, on weekends, and in various locations; travel as needed.
26. Other duties as assigned.

QUALIFICATIONS

The Marketing & Communications Director must have demonstrated knowledge and experience in the design and execution of advanced marketing and communications activities. Must possess strong creative, strategic, analytical, and organizational skills. Experience developing and managing budgets, hiring, training, developing and supervising staff. They must be able to meet the responsibilities of the position, deadlines on a regular basis and meet high-quality standards on all activities and materials.

Must be a graduate from an accredited college or university with a bachelor's degree in a job-related area and have at least five years' experience in marketing, communications, or public relations in a supervisory role. Demonstrated ability to work in a fast-paced environment with multiple competing demands.

Must possess a valid California Driver's License and verifiable automobile insurance and have the use of a reasonably reliable automobile for use on the job, ability to pass background checks including LiveScan fingerprinting and must be able to occasionally lift up to 40 pounds.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

1. Deep interest in and commitment to the vision, mission, and work of Fresno BHC;
2. Must be flexible and adaptable; creative thinker and problem solver who is also open to the insight of others.

3. Excellent organization and attention to detail; ability to prepare timely, proper, clear, and concise reports, summaries, abstracts, correspondence, and other documentation.
4. Ability to understand and carry out oral and written instructions.
5. Strong listening, interpersonal, networking, and customer service skills; ability to communicate effectively, clearly, and concisely both orally and in writing for a variety of audiences.
6. Knowledge of emerging trends of public relations and communications.
7. Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
8. Ability to analyze and evaluate information from a strategic perspective.
9. Familiarity with and ability to operate modern office equipment including computer hardware, software, copy machines, scanners, multi-line phone systems, internet and web-based applications; proficiency in Mac/PC systems, Microsoft Office Suite, Adobe Creative Suite, Constant Contact, WordPress products, multiple Internet browsers, Google Analytics, etc.
10. Display a high degree of initiative, maturity, integrity, loyalty, accountability, creativity, and good judgment; excellence in professionalism with the ability to maintain strict confidentiality.
11. Commitment to working with shared leadership and in cross-functional teams. Demonstrated ability to develop and maintain effective working relationships with co-workers, partners, vendors, and people from diverse backgrounds and communities.
12. Ability to blend attractive design and high functionality in all projects.
13. Ability to work independently and responsibly while managing numerous projects simultaneously.
14. Ability to speak, read, and write a second language is highly preferred.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to use hands and fingers. The employee frequently is required to stand, walk, sit, reach with hands and arms, kneel, talk, and hear. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The position typically works indoors in an air-conditioned office, with a mixture of natural, incandescent and florescent light. Typical noise levels are muted by acoustic ceilings, carpets, and sound-deadening wall panels. Frequently, the position is called upon to work outside of the office at a public meeting or event. Some of these occur indoors; while others occur outside with exposure to weather and temperature extremes and moderate noise levels. This position requires travel and the ability to interact with others in both small and large group settings. At times, this position may include periods of extended physical activity, such as walking/standing at events and/or moving and setting up equipment. The employee is frequently required to meet multiple demands from several people.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements, which may change from time to time based on business needs. When appropriate, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of the job, so long as those accommodations do not create an undue hardship for the company. However, regular attendance and promptness are considered part of each employee's essential job functions.