



EAST Job Description

Job Title: Sr. Director of Marketing and Communications

Department: Communications

Reports To: President/CEO

FLSA Status: (Exempt or Nonexempt): Exempt

Safety Sensitive: Yes

Prepared By: Matt Dozier

Prepared Date: July 15, 2024

Approved By: Matt Dozier

Approved Date: August 1, 2024

Summary: The Sr. Director of Marketing and Communications oversees the communications and marketing activities of EAST. The Sr. Director of Marketing and Communications is responsible for developing and implementing a cohesive marketing strategy for EAST as well as data collection and analysis of these efforts. This position leads the logistical planning for outreach efforts in sharing EAST with the public, influencers, partners, and prospects. The Sr. Director of Marketing and Communications leads the Communications and Web teams as they develop materials that can be used to share the EAST story with various constituencies. The Sr. Director of Marketing and Communications further provides leadership, guidance, and training to the staff in coordinating the marketing tactics and messaging cohesively with all EAST efforts.

Essential Duties and Responsibilities:

- Develop, implement, evaluate, and refine a comprehensive marketing strategy designed to help EAST advance and achieve key strategic goals.
- Use marketing strategies to build relationships, enhance organizational reputation, strengthen the EAST brand, and achieve strategic priorities. Ensure regular contact with target media.
- Serve as a brand ambassador for EAST and provide guidance and support on its use both internally and externally.
- Direct the daily activities of the Communications team to achieve maximum impact with various constituencies, including policymakers, employees, partners, and clients.
- Direct the daily activities of the Web team to achieve maximum impact with various constituencies, including policymakers, employees, partners, and clients.
- Ensure that EAST's philosophy, mission, vision, and values are articulated in communications and marketing materials.
- Responsible for editorial direction, design, and production of all marketing publications.
- Document and analyze EAST publications as well as key areas and resources of the EAST website and EAST's social media presence using analytical tools (SEO, etc.) to determine the level of external involvement and provide recommendations to improve and grow the engagement with these resources.

- Serve as communications advisor to the President/CEO, the Senior Management team, and the Board of Directors.
- Proactively oversees crisis communications planning.
- Develop a strategy and oversee the plan for the development of EAST audiovisual content planned for marketing purposes and assist staff in the use of best practices when producing internal videos.
- In collaboration with the Events team, assist in the creation and execution of event communication plans.
- Other duties as assigned.

Secondary Duties and Responsibilities:

- Provide support to the Events and Development teams in the planning and execution of EAST events and fundraising activities.
- Work with staff and committees to plan and deliver the Annual Conference and other events.
- Serve as the primary point of contact for EAST participation in external events (community outreach, exhibitor trade show, conferences, etc.). Work with staff to determine viability and objectives for each activity and coordinate logistics to execute the plan.
- Track the engagement and promotion of EAST's programs/services at conferences and events through staff-led presentations, materials, and/or as an exhibitor.
- Participate in EAST presentations as needed.
- Assist in the development of EAST surveys for the various constituencies using best practices for engagement and reporting.

Qualifications:

- Excellent written and verbal communication skills
- Outstanding project management skills
- Strong research and analytical skills to forecast and identify trends and challenges
- Ability to think creatively and innovatively
- Mature professional judgment and discretion
- Demonstrated ability to collaboratively manage, support, and motivate staff (directly and cross-team)
- Basic knowledge of Microsoft Office Suite or comparable tools
- Working knowledge of Google Workspace tools
- Working knowledge of design tools, social media platforms, audiovisual tools
- Conversant in the intersection of design, marketing, and technical requirements for web-based tools
- Knowledge of standard business practices
- Must be extremely detail-oriented, organized, and able to make sound decisions
- Ability to communicate with a diverse population of interested parties (community-based, educators, students, school administrators, business and government interests)
- Must have a current, unrestricted driver's license
- Must have the ability to travel on a limited basis with overnight travel sometimes being required

Supervisory Responsibilities:

- Communications Team
- Web Team

Education and/or Experience:

- Bachelor's degree in communications, journalism, public relations, marketing, English, or related field
- 5-7 years of experience in Marketing/Communications work preferably in the nonprofit/association sector
- 5-7 years of supervisory experience in Marketing/Communications
- 5 years of writing/editing experience
- Working knowledge of SEO and keyword research and best practices
- Nonprofit experience preferred

Language Skills:

- English language: including punctuation, spelling, grammar, varied writing techniques, and AP style usage
- Excellent written and verbal communication skills

Reasoning Ability:

- Ability to problem solve using deductive reasoning skills in a timely manner

Mathematical Skills:

- Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

Physical Demands:*

- Ability to occasionally lift 35 pounds
- Ability to drive a car
- May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

*Requests for accommodation need to be directed to Human Resources.

Work Environment:

- Quiet to moderate noise level
- Fast-paced and positive

Signature

Print Name

Date