

## Senior Director, Marketing Communications

The Senior Director of Marketing Communications (SDMC) is responsible for planning, implementing, and managing strategies and initiatives supporting the goals of Partners in Care Foundation, its individual programs, and services.

The SDMC manages strategic and day-to-day operations for marketing communications planning, research and analysis, programmatic development, branding, budget management, and positioning of the agency overall. The SDMC also contributes to individual program and services promotions, communications, community relations, and other strategic communications activities, as necessary. Demonstrates a strong understanding and implementation of social media.

The SDMC works collaboratively with agency executives, program managers and others to ensure effective development and implementation of tactics, as necessary to ensure the successful branding, positioning, and growth of the agency.

### Responsibilities:

- Create and implement a comprehensive result-oriented strategic communications plan to achieve the agency and departmental strategic goals.
- Develop short- and long-term objectives detailing tactics, messaging, tools, schedules, and budgets.
- With Marketing Communications staff and relevant program executives, develop themes, tactics, messaging, and tools that are consistent with brand position and value propositions. Achieve team approach to marketing communications strategies and implementation.
- Routinely review and update existing communications tools and materials as needed including but not limited to website, print/written, social media messaging and utilization, board communications materials and program and service materials.
- Supervise and work with Communications Manager and Community Linkages Specialist positions as well as outside vendors as needed to implement tactics and achieve goals.
- Lead Marketing Communication Team meetings by setting agendas, producing minutes, and tracking progress and outcomes on projects.
- Create or oversee website content with a focus on the strategic messaging of Partners in Care Foundation, assuring that it is tied closely to the agency's goals and objectives for growth.
- Lead the strategic focus of the Partners newsletters, oversee, and contribute to content development, production, and printing.
- Oversee implementation of a social media strategy that contributes to the goals and objectives of the agency.
- Using best practice communications strategies, create a strong tie with both on site and remote locations, so they understand how they fit into the overall success of the agency and how their contributions are valued.
- Consult CEO and Emeritus Marketing VP (Jody Dunn) on legal issues related to service marks, archival of documents, past decisions, and historical perspectives.
- Perform other related duties as assigned by the CEO.

**Knowledge /Skills/Experience Required:**

- Bachelors in Marketing, Strategic Communications, or Communications. Master's degree preferred.
- Five to ten years not for profit experience, including: personnel supervision, and planning. Held a similar position of responsibility requiring integration of multiple programs and services into the overall organization branding and positioning. Experience in community-based agencies, health care, medical or health plan related settings desired.
- Progressive, responsible experience, with a proven history of results in strategic marketing communications with focus on healthcare, social services, and aging.
- Demonstrated history of planning against goals, with successful implementation.
- Demonstrated leadership qualities: ability to motivate and lead people, extraordinary communication skills, both written and verbal, and strong organizational skills.
- Demonstrated ability of setting priorities and negotiating new priorities against shifting needs.
- Must have strong understanding and ability to demonstrate effective branding and positioning strategies and tactical implementation of same.
- Experience identifying, managing, and collaborating with contractors in areas relevant to marketing and communications such as website design and hosting, audio/video production, printing, bulk mail, and PR.
- Experience overseeing website development and maintenance, particularly from a messaging and content perspective.
- Knowledge of evolving social media marketing strategies and ability to integrate into marketing communication activities.
- Ability to work both independently and as part of a team.
- Excellent organizational skills: able to set priorities, achieve goals, and manage simultaneous priorities under pressure.
- Demonstrated dedication to upholding the highest ethical standards.
- Intermediate/advanced knowledge of Microsoft Word, Excel, PowerPoint, and Project Management software.

**Please submit resume and cover letter to [jobs@picf.org](mailto:jobs@picf.org).**