



## **Position Description: Director of Marketing and Communications**

### **About Delivering Good:**

Delivering Good is a national nonprofit organization that provides people impacted by poverty and tragedy with new merchandise donated by retailers and manufacturers. Since 1985, Delivering Good has distributed over \$3 billion of new clothing, home goods, toys, furniture, books and other consumer products through its network of more than eight hundred Community Partners, offering hope, dignity and self-esteem to at-risk children, families and individuals. By uniting retailers, manufacturers, foundations and individuals, Delivering Good strives to help create a more equitable world where people facing economic, medical, social and environmental challenges have useful items needed to overcome adversity and achieve their full potential.

Delivering Good was created from the 2014 merger of Kids in Distressed Situations and Fashion Delivers. In May 2017, the organization rebranded as “Delivering Good” to reflect focused, ongoing support for children and families facing poverty and disaster. The organization is governed by an actively engaged 40-person board of directors who are industry leaders in the apparel, juvenile products, fashion, shoe, home and related enterprises respectively.

**Position Description:** The Director of Marketing and Communications develops internal and external communications strategies for Delivering Good and oversees execution of work for all communication channels (publicity, paid/donated advertising, social media, newsletter, website, direct mail and electronic campaigns and appeals). The goal of this work is to promote and enhance our brand with donors, Community Partners, and the public. The

Director is also responsible for partnering with other departments to support fundraising and product raising efforts with promotion, messaging, and creative development as needed. The Director of Marketing is a member of the Delivering Good Leadership Team and reports to the President + CEO.

## **Responsibilities**

- Provide strong, effective and highly visible leadership to the Marketing and Communications team, which includes a part-time digital marketing and communications associate.
- Serve as staff liaison to board Marketing Committee.
- Develop and evolve organizational messaging that is relevant and updated to reflect current organizational positioning and activities. Develop and execute marketing strategies and collateral materials that effectively market the organization, attract product and financial donations, communicate the impact of the organization, recognize supporters, and maximize the organization's fundraising efforts.
- Develop and execute strategies for disaster relief and recovery communications.
- Develop and maintain a strong and productive relationship with both print and electronic media. Ensure that the organization is understood by the media and the media are interested in presenting information to the public in a manner that informs and educates them about the organization.
- Oversee all digital properties including the website, social media, multi-media production, image and video libraries.
- Provide ongoing media training to the management team and volunteers.
- Direct market research activities in order to keep abreast of changing demographics and other relevant issues in order to evaluate marketing and communication activities and to monitor emerging issues.
- Ensure the development of and manage the annual Marketing + Communications budget.
- Ensure the organization's brand integrity, both internally and externally; work collaboratively to maintain Delivering Good's intellectual property assets.

- Manage the use of external resources as they pertain to the marketing and communications function (e.g., pro bono advertising agency, media outlets, printers, etc.)
- Keep abreast of trends in the retail, fashion, children's, home and philanthropy industries.
- Perform other related duties as assigned.

### **Special Events**

- Participate as a member of the Developing Good events team to provide video and other assets that contribute to the communication of the Delivering Good message.
- Coordinate press and photography for events including management of step and repeat.

### **Planning and Budgeting**

- Develop and achieve marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives, evaluate and report progress to the President and CEO and the Board.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and the specific business of the organization and use this information to help the organization operate with initiative and innovation.
- Participate in/lead strategic planning initiatives.

### **Qualifications:**

- Passion for community service and social justice.
- Bachelor's degree in marketing, communications or related experience.

- 7-10 years of experience with record of increasing responsibility, with at least 3 years of nonprofit experience highly desirable.
- Excellent project management skills with ability to prioritize.
- Experience managing and mentoring staff; and negotiating with and managing vendors.
- Budget allocation and management experience.
- Experience in and knowledge regarding at least one of the Delivering Good product industries (examples: retail or wholesale, apparel, footwear, toys and juvenile products, home goods) highly desirable.
- Demonstrated success in lead generation and/or direct marketing desirable.
- 
- Knowledge of the digital landscape including best practices and basic understanding of website, social media, and email marketing.
- Knowledge of design principles as they relate to marketing.
- Experience with Salesforce, Constant Contact, and Wordpress desirable.
- Excellent decision-making and leadership skills.
- Ability to work independently and as part of a team.
- Experience with direct mail a plus.

**Compensation and benefits:**

Salary \$150,000 - \$160,000,000, dependent upon experience. Attractive benefits available.

To apply, please submit your resume, together with a cover letter describing your interest in the position, to [hr@delivering-good.org](mailto:hr@delivering-good.org), with the subject line: Director of Marketing/Comms.

*Delivering Good is committed to a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*

