



Job Posting Director of Marketing and Communications

Project Access provides on-site health, education, and employment services to over 22,000 children, families, and seniors living in affordable housing and work force affordable neighborhoods across the country. Our goal is to provide families and seniors with the tools needed to stabilize their lives while providing an array of services such as Health, Education, and Economic stability. Project Access operates over 85 Resource Centers in 16 states with over 130 employees and growing. To learn more about Project Access, please visit <https://www.project-access.org>

POSITION SUMMARY: The Director of Marketing will oversee PA's promotion and advertising efforts to drive new relationships and partners and build organizational brand awareness. The goal of this role is to promote the organization's ideals and causes to foster the growth and retention of the donor-base and donations while attracting potential volunteers, developers, employees, and donors nationally through campaigns and promotions. Core responsibilities will include the development of both strategic and operational marketing plans, campaigns, and indirect promotions, while measuring the return on investment with opportunities identified for further efficacy and reach.

DETAILS:

FSLA: This is full-time, exempt position

Salary range: \$83,500 to \$87,400

Benefits offered: Project Access pays 100% of the employee's premiums for a medical plan, a dental plan, term life insurance, long term disability, and EAP; provides Paid Time Off, 13 paid Holidays, and a Safe Harbor 401(k) with 4% match. Vision and Voluntary Life Insurance is available at employee cost.

Work location: Corporate office. 2100 W Orangewood Avenue, Suite 230, Orange, CA 92868.

TO APPLY please submit a cover letter with your resume to anaccarato@project-access.org. Your cover letter is to summarize how your qualifications and interest meet the position requirements.

POSITION RESPONSIBILITIES

- Ensure marketing materials position the brand for high visibility with current and potential donors, partners, and clients.
- Update, develop, and maintain collateral materials for print, electronic, and on-line media. This includes but is not limited to brochures, annual reports, newsletters, e-newsletters & e-blasts that provide updates on the organization's accomplishments, large donations and testimonials, sponsorship packets, materials need to support various departmental initiatives such as Volunteer, Programs, Finance and Business Development as needed.
- Oversee social media campaigns. This includes but is not limited to crafting compelling content, involvement and coaching of field staff for content development, managing engagement and communication with followers, maintaining editorial calendar for posts, and creating actionable plans to follow key brands and grow followers through multiple platforms.
- Assistance with marketing and awareness of fundraising campaigns (Scholarships, Annual Campaign, Back to School, Spread the Joy, etc.).
- Research and report on innovative and emerging marketing strategies.
- Oversight of style guide.

- Act as primary liaison (with support from all development staff) for Resource Center Coordinators and create/distribute necessary tools and/or training materials to adequately support Coordinators and other PA staff.
- Oversight and maintenance of new/existing signage at each Project Access Resource Center.
- Select and order promotional items for general use and specific event usage throughout the year to support the brand image. Includes oversight of all merchandise requests, execute delivery, and bookkeeping of orders.
- Development of messaging and content for fundraising/friend-raising event listings in charity event calendars.
- Creation of post event reports, including creation of new ideas, concepts, and promotions for PA that increase brand recognition.
- Update donor wall annually (or as needed).
- Secure panel speaking opportunities at affordable housing conferences for business development and the CEO & President.
- Coordinate and execute speaking engagements with local networking, service and other organizations for Business development, fund development and CEO as needed.
- Attend industry events in support of communications.
- Seek opportunities and man information booth at various conferences, fairs and events. Included job fairs.
- Oversight of website content ensuring that information is dynamic, current and draws supporters to the site, including management of all on-line aspects of marketing to achieve the established goals including the number of page views, donations, page-ranking and number of links.
- Investigate and implement new technologies for marketing/branding, where appropriate.
- Provide support to our PR/Publicity contract with the goal to deepen visibility among various communication channels such as radio, tv, articles, news.
- Participate in annual budget and planning process. Responsible for relevant marketing budget lines.
- Keep an ongoing dashboard of metrics updated regularly. Employ analytics to evaluate all marketing initiatives for ROI.

QUALIFICATIONS (Education/Experience/Skills/Certifications):

Education

- Bachelor's Degree preferably in marketing, communications, or related field

Experience

- Minimum of three years of demonstrated success in devising, implementing, and executing an effective marketing strategy
- Design experience utilizing Adobe Photoshop, InDesign, and Premiere Pro.

Skills

- Proven organizational and project management skills, and the ability to offer hands-on creative and innovative marketing and communications solutions
- Self-motivated, results oriented leader, adept at planning, prioritizing, organizing and follow through
- Excellent verbal, written, and interpersonal communication skills
- Intermediate skill level with MS Office (Excel, Word, Publisher, Outlook)

Credentials/Certifications

- Successful completion of background check.
- Valid CA Driver's License, clean driving record, and current automobile insurance.

Physical Job Requirements

- The physical activity of this position includes sitting for long periods of time, minimal lifting, bending, walking, kneeling, reaching, and step climbing.

The above list of job duties is not exclusive or exhaustive and the job holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the position.

Equal Opportunity: Project Access, Inc. is an at-will and equal opportunity employer and seeks to employ and assign the best qualified personnel in a manner that does not discriminate based on race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve and National Guard status or any other status or characteristic protected by law.

Project Access participates in E-Verify