



Creative Director

JOB SUMMARY

Reporting to the Executive Director, the Creative Director is responsible for setting and achieving strategic goals related to social media, supporter engagement, and marketing campaigns. This role oversees the Public Relations, Strategic Marketing, Social Media, Multimedia, and Writing departments.

RESPONSIBILITIES

- Set and achieve strategic goals related to social media metrics, supporter engagement, and marketing campaign initiatives
- Design and improve upon marketing campaigns for each aspect of our company
- Create and propagate an enthusiastic brand message that will resonate with our supporters
- Collaborate with Fundraising and Events to provide collateral and advertising aligned with brand guidelines to maximize outreach and returns.
- Support the expansion of local revenue generation and fundraising activities for existing program operations and regional expansion.
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand.
- Use external presence and relationships to garner new opportunities in outreach and corporate partnerships.
- As a member of the executive team, attend Exec meetings to drive the strategic direction of the organization.

DESIRED QUALIFICATIONS AND SKILLS

- Bachelor's Degree in Marketing required
- 10+ years' experience in strategic marketing
- Previous leadership experience required
- Strong leadership and project development skills with cross departmental experience, linking key projects between needed resources, strategy, and desired exposure
- Excellent communication skills with the ability to engage a wide range of stakeholders and cultures
- Experience writing press releases
- Familiarity with strategic marketing campaigns
- Experience in the non-profit space a plus
- Creative Content Experience with Videography, photography, and Graphic Design
- Must have Public Relations Experience
- Working Knowledge of common Social Media Platforms and corresponding data analytics
- Tone and Storytelling recognition and adjustments
- Action-oriented, entrepreneurial, adaptable, and innovative