

JOB DESCRIPTION



Job Title: Marketing & Communications Director
Reports To: President & Chief Executive Officer
Status: Full-Time, Exempt
Salary: \$81,120 per year, Plus Benefits

Fresno Building Healthy Communities does not discriminate based on race, color, religion, origin, gender, national origin, age, marital status, military service, disability, or sexual orientation. Reasonable accommodation may be provided upon request. All applicants tentatively selected for this position will be required to pass a background screening and submit to any required tests to screen for illegal drug and alcohol use before employment.

ORGANIZATION BACKGROUND

Fresno Building Healthy Communities (Fresno BHC) works with community leaders, non-profit and faith-based organizations, and policymakers to foster and encourage thriving communities where all children and families can live healthy, safe, and productive lives.

Fresno BHC's work is grounded in the underlying belief that social, environmental, political, and economic factors together impact the health and well-being of individuals and the community as a whole. Fresno BHC works to continually engage a diverse constituency across the Central Valley around issues related to education, health, land use, youth leadership, civic engagement, and community development, with a special focus on residents living in central, southeast, and southwest Fresno.

Representing more than 97,000 south Fresno residents, Fresno BHC is building a movement to change policies and systems and create *one healthy Fresno* for everyone.

POSITION DESCRIPTION

Under the general supervision of the President & Chief Executive Officer, the Marketing & Communications Director is responsible for developing and implementing the long-term marketing and communications vision for Fresno BHC's brand, which promotes Fresno BHC's mission and unique position within the public health and social justice sectors.

The Marketing and Communications Director is responsible for planning, developing, and implementing all Fresno BHC marketing strategies and communications, both external and internal. The director also oversees the development and implementation of support materials and services in marketing and communications. The director directs the efforts of the marketing and communications staff and coordinates at the strategic and tactical levels with the other functions of the organization.

RESPONSIBILITIES

1. Develop, implement, and oversee internal and external communication plans, media strategies, marketing, and public affairs following Fresno BHC's goals, mission, and values.
2. Create, implement, and measure the success of a comprehensive marketing and communications program that will enhance Fresno BHC's image and position within the marketplace and the public and facilitate internal and external communications.
3. Manage the strategic and creative design of Fresno BHC marketing and communications activities and materials.
4. Manage the Marketing and Communications staff, which currently consists of a Communications Specialist and a Multimedia Design Specialist.
5. Ensure articulation of Fresno BHC's desired image and position, ensure consistent communication of image and position throughout the organization, and communicate to all internal and external constituencies. Uphold protocol to ensure a uniform "house style" (uniform fonts, logos, pictures).
6. Responsible for editorial direction, design, production, and distribution of all Fresno BHC publications.
7. Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.

8. Coordinate the appearance of all Fresno BHC print and electronic materials, such as letterhead, logos, brochures, etc.
9. Develop, coordinate, and oversee programs, technical assistance, and resource materials to assist partners in their activities, marketing, communications, and positioning.
10. Ensure that Fresno BHC regularly conducts relevant market research, coordinates and oversees this activity, and monitors trends.
11. Leads special projects as assigned, such as special events, campaign development, and the capital campaign communications plan.
12. Responsible for achieving marketing and communications goals and financial objectives. Ensure that evaluation systems, including benchmarks, are in place for these goals and objectives and report progress to the President and CEO.
13. Develop short- and long-term plans and budgets for the marketing and communications department and its activities, monitor progress, ensure adherence, and evaluate performance.
14. Recommend short- and long-term organization goals and objectives to the President & CEO.
15. Develop, implement, and monitor systems and procedures necessary for the smooth operation of the marketing and communications department.
16. Stay informed of developments in marketing and communications and not-for-profit management and governance and use this information to help the organization operate with initiative and innovation.
17. Support the President and CEO, Board members, and selected others in public affairs matters and marketing and writing activities.
18. Work with various staff and volunteers to develop and maintain a strategic perspective—based on marketplace and constituent needs and satisfaction—in organizational direction, program and services, and decision-making and ensure the overall health and vitality of the organization.
19. Develop and coordinate means to seek regular input from Fresno BHC's key constituencies regarding the quality of programs and services and the organization's relevance.
20. Administer policies to ensure the organization's integrity.
21. Act as an internal consultant to bring attention and solutions to organizational priorities.
22. Manage and oversee contracted communications and marketing consultants and vendors.
23. Maintain records that measure the scope and effectiveness of messages, relating them to goals identified in Fresno BHC strategic and programmatic plans, and assist with preparing regular progress reports.
24. Participate in assigned local, regional, and statewide activities.
25. Maintain flexible hours as some meetings and program activities may occur outside normal office hours, on weekends, and in various locations; travel as needed.
26. Other duties as assigned.

QUALIFICATIONS

The Marketing & Communications Director must have demonstrated knowledge and experience in the design and execution of advanced marketing and communications activities. Must possess strong creative, strategic, analytical, and organizational skills. Experience developing and managing budgets, hiring, training, developing, and supervising staff. They must be able to meet the responsibilities of the position and deadlines on a regular basis and meet high-quality standards on all activities and materials.

Must be a graduate from an accredited college or university with a bachelor's degree in a job-related area and have at least five years' experience in marketing, communications, or public relations in a supervisory role. Demonstrated ability to work in a fast-paced environment with multiple competing demands.

Must possess a valid California Driver's License and verifiable automobile insurance and have the use of a reasonably reliable automobile for use on the job, have the ability to pass background checks including LiveScan fingerprinting, and must be able to lift up to 40 pounds occasionally.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

1. Deep interest in and commitment to the vision, mission, and work of Fresno BHC;
2. Must be flexible and adaptable; creative thinker and problem solver who is also open to the insight of others.

3. Excellent organization and attention to detail; ability to prepare timely, proper, clear, and concise reports, summaries, abstracts, correspondence, and other documentation.
4. Ability to understand and carry out oral and written instructions.
5. Strong listening, interpersonal, networking, and customer service skills; ability to communicate effectively, clearly, and concisely both orally and in writing for a variety of audiences.
6. Knowledge of emerging trends of public relations and communications.
7. Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
8. Ability to analyze and evaluate information from a strategic perspective.
9. Familiarity with and ability to operate modern office equipment including computer hardware, software, copy machines, scanners, multi-line phone systems, internet, and web-based applications; proficiency in Mac/PC systems, Microsoft Office Suite, Adobe Creative Suite, Constant Contact, WordPress products, multiple Internet browsers, Google Analytics, etc.
10. Display a high degree of initiative, maturity, integrity, loyalty, accountability, creativity, and sound judgment; excellence in professionalism with the ability to maintain strict confidentiality.
11. Commitment to working with shared leadership and in cross-functional teams. Demonstrated ability to develop and maintain effective working relationships with co-workers, partners, vendors, and people from diverse backgrounds and communities.
12. Ability to blend attractive design and high functionality in all projects.
13. Ability to work independently and responsibly while managing numerous projects simultaneously.
14. Ability to speak, read, and write a second language is highly preferred.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to use hands and fingers. The employee must frequently stand, walk, sit, reach with hands and arms, kneel, talk, and hear. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The position typically works indoors in an air-conditioned office, with a mixture of natural, incandescent, and fluorescent light. Acoustic ceilings, carpets, and sound-deadening wall panels mute typical noise levels. Frequently, the position is called upon to work outside of the office at a public meeting or event. Some occur indoors, while others occur outside with exposure to weather, temperature extremes, and moderate noise levels. This position requires travel and the ability to interact with others in both small and large group settings. This position may sometimes include extended physical activity, such as walking/standing at events and/or moving and setting up equipment. The employee is frequently required to meet multiple demands from several people.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements, which may change from time to time based on business needs. When appropriate, reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions so long as those accommodations do not create an undue hardship for the company. However, regular attendance and promptness are part of each employee's essential job functions.