



GREATER BAY AREA
Job Announcement

Marketing and Communications Director

1/19

Make-A-Wish Greater Bay Area is a wish granting organization. Together, we create life-changing wishes for children with critical illnesses. Our Chapter serves children from Monterey to the Oregon border and anticipates fulfilling over 400 magical wishes this year. Each wish is unique and is the dream of a child who is critically ill, the resulting smiles speak volumes to the healing effects of a wish come true.

We are seeking an accomplished, dynamic, innovative and team-oriented marketing professional for the Marketing and Communications Director role. This individual is results-oriented, thrives in a fast-paced environment and has a sincere interest in our mission. This exempt position reports to the CEO, is a member of the Senior Management Team and supervises two staff, the Marketing Manager and Marketing Assistant.

This position plays a key role serving the entire organization by building and driving communications and marketing strategies. This includes support for chapter-wide and national campaigns, oversight of video production, management of print and digital projects, media relations, public relations, medical outreach support, brand management and storytelling.

PRIMARY RESPONSIBILITIES

STRATEGY & COLLABORATION

- Build, implement and drive communications and marketing strategies for all teams as they execute initiatives to pursue their goals and engage their target audiences/stakeholders including but not limited to:
 - General mission related communications (storytelling, mission advancement focused videos/photos)
 - Campaign specific communications (i.e. 35th Anniversary, fundraising events, etc.)
 - Medical and wish family outreach
 - Localized media outreach (throughout the 17 counties served)
 - Social media and advertising (with Marketing Manager)
 - Corporate sponsor acknowledgment
 - Other initiatives as identified
- Compile/create toolkits as needed for campaigns/initiatives or general use
- Collaborate with Make-A-Wish America
 - Serve on committees and task forces as available
 - Engage with marketing leadership
 - Share local wish stories for national use

DEPARTMENT MANAGEMENT

- Supervise and direct two paid staff - the Marketing Manager and Marketing Assistant
 - Marketing Manager handles the organization's graphic design needs, and is also responsible for website content, email marketing design, social media and advertising strategies, reviews content created by marketing assistant
 - Marketing Assistant creates and posts digital content, maintains speaker's bureau, writes press releases, wish stories, email content, website updates, social media content (writing, posting and tracking), coordinating with other service providers (speakers, photographers, videographers, printers, etc.)
- Review of organization or department specific e-newsletters, emails, print newsletters, event materials, scripts, etc. Copywriting and editing as needed
- Develop and manage the annual department budget and business plan that aligns with strategic plan

- Provide direction and support to the Marketing and Communications Committee of the Board

BRAND MANAGEMENT

- Review and approve materials to ensure brand standards are being met

MEDIA RELATIONS

- Identify and build strategic relationships with media outlets to promote the Make-A-Wish mission locally
- Solicit, secure, steward and support media sponsors for fundraising events
- Serve as spokesperson for Make-A-Wish for media opportunities and provides media coaching to other staff, as needed
- Serve as communications and marketing staff lead to help plan, support and execute media sponsored frequent flier mileage drives and awareness campaigns
- Assist with PSA development and distribution of PSAs to media outlets
- Monitor media coverage and track media in-kind donations

CHARACTERISTICS: Innovative, self-starter, collaborative, attentive to detail

EXPERIENCE & SKILLS

- 7+ years related experience – marketing, communications, public relations, brand management; 2+ years supervisory experience required
- BA or equivalent
- Demonstrated success executing successful communication/promotional campaigns
- Exceptional verbal and written communications skills; experienced and comfortable making presentations to small and large groups
- Exemplary customer service and excellent follow through and timeliness
- Extremely well organized and disciplined
- Must work well under pressure and meet deadlines & maintain a high level of accuracy (detail oriented)
- Strong PC skills with proficiency in the Microsoft Office Suite; The Raiser's Edge, Luminare and Cision experience a plus
- Must have valid California Driver License and access to personal transportation
- Must be able to lift 40 lbs
- Knowledge of Bay Area philanthropy a plus
- Some evening and weekend work required

TO APPLY

Send a letter of interest and resume to:

Marketing and Communications Director Search

Apply by email only: jobs@sf.wish.org

Office Location:

Make-A-Wish Greater Bay Area

1333 Broadway, Suite 200

Oakland, CA 94612

No phone calls, please.

Position is open until filled. EOE.