Director of Marketing and Communications

The Director of Marketing and Communications is responsible for developing, producing and delivering key marketing and communications campaigns and materials for the organization. Responsibilities include: strategic marketing, branding, public and media relations, graphic design, website development, print production, photography, advertising and social media. The position:

* Handles all inquiries from the news media and advises senior administration on communications. Also writes all news releases and feature stories.
* Develops and produces all website pages and tracks results through analytics.
* Writes and produces all promotional material, including brochures, postcards, talking points, displays, print ads, and PowerPoint presentations.
* Executive produces all video productions
* Writes and produces all digital and new media platforms, including e-newsletters, apps, video and social media.
* Develops annual budget and marketing communications plan.
* Handles all brand management responsibilities.
* Helps drive new business through targeted marketing campaigns and CRM management.