



Job Posting – Director of Marketing and Communications

Full Time, Benefits Eligible

About Person to Person

Established in 1968, Person to Person (“P2P” – www.p2phelps.org) is a community-supported agency that provides assistance to individuals and families as they move toward economic stability. The vision that guides P2P’s work is “educated, financially stable and hunger-free homes for all.” With a financial budget of approximately \$5MM, an additional \$10MM in annual “in-kind” donations, and over 75,000 volunteer hours donated annually, P2P is a well-established and innovative agency. More than 90% of all donations go directly to programs, which include three food pantries including a mobile food pantry (*P2P on Wheels*), a clothing center, a Financial Opportunity Center™ and counseling for a client’s situational crisis, summer camperships for children, and college and vocational scholarship aid to students seeking to change the trajectory of the next generation.

Position Summary

The Director of Marketing and Communications supports the mission of P2P by managing the organization’s image, outreach and constituent engagement through the areas of marketing, social media, public relations, media relations and development.

Reporting to the Chief Philanthropy Officer, and in close collaboration with the CEO, the Director of Marketing and Communications will guide the strategy and execution of marketing, communications, public relations, and media presence to consistently and dynamically promote P2P and its mission. The Director will work in close collaboration with development, volunteer, and site staff in supporting the organization. This position requires the ability to scan both the organization and the surrounding community environments in order to position P2P, as well as excellent organizational, communication, and cross-functional department liaison skills.

Requirements & Qualifications

Marketing:

- Plan, organize and implement comprehensive marketing and communication strategy across all audience segments and in support of marketplace initiatives while working within budget;
- Develop and execute design and marketing support for fundraising initiatives including appeals, online giving campaigns, peer to peer, crowdfunding, and fundraising events;
- Develop and manage production and mailing of print materials such as newsletters, direct mail, brochures and collateral, annual report, event collateral, post cards, etc.
- Create copy, scripts, press releases, letters to the editor, talking points, thought pieces, video and presentation decks
- Secure publicity and identify opportunities to enhance and expand overall marketplace presence through public relations and media relations;

- Maintain and execute within brand standards/guidelines, to deliver consistent visual recognition of P2P brand and promote P2P value proposition, image, reputation and marketplace position; experience with design and branding a plus

Communications:

- Plan and execute a calendar of communication initiatives that engages all P2P stakeholders and elevates the mission and vision of the organization and its leadership;
- Create compelling content for and manage P2P's digital presence including website, social media, video and email communications;
- Utilize a data-driven approach to communications strategy;
- Support P2P's programs, fundraising events and initiatives with the design and production of flyers and signage;
- Ensure high quality and consistent messaging across the organization that reinforces and conveys P2P's core values, including respect for and upholding the dignity of those we serve.

Skills & Requirements:

- Minimum of 3 years of marketing experience, nonprofit experience a plus;
- Commitment to the Mission and Vision of P2P and to the community being served;
- Ability to prioritize and openly champion diversity, equity and inclusivity in all aspects of P2P's operations;
- Solid educational background; Bachelor's degree preferred;
- Self-motivated, responsible and accountable, ability to work unsupervised; must enjoy working with others on a team;
- Organized, detail-oriented and able to manage multiple deadlines in a fast-paced atmosphere;
- Proactive approach to problem solving with strong decision-making skills;
- High ethical standards, comfort dealing with confidential information;
- Contribute to a safe, neat and orderly workplace;
- Comfort with mastering new technologies; knowledge of Salesforce and Pardot a plus;
- Flexibility and energy to work some evenings and weekends;
- Excellent communication skills, both oral and written;
- English language proficiency; additional languages not required, but a plus;
- Willingness to learn new skills and work on different and evolving projects;
- Possess warmth, sense of humor, honesty and compassion;

Person to Person offers competitive compensation, excellent benefits, and a supportive workplace culture. The salary range for this position is \$65,000 – \$75,000 per year, based on experience. Benefits include health, dental, vision, 403(b) retirement, life and disability insurance, FSA, AFLAC and generous paid time off. This position is eligible for a hybrid work schedule.

Person to Person is committed to creating a diverse environment. We believe that a commitment to diversity, equity and inclusion provides the best environment, experience and services for everyone, and especially the P2P Community.

Please submit your resume, along with a thoughtful cover letter to jobs@p2phelps.org Attn: Lauren Franciamore, Chief Programs and Human Resources Officer. Kindly note that resumes without a cover letter will not be reviewed. No telephone calls, please.

Person to Person is an Equal Opportunity Employer.