



## Director of Marketing & Communications Essex County Community Foundation (ECCF) | Danvers, MA

### About ECCF

In its 23rd year, Essex County Community Foundation (ECCF) inspires philanthropy across the 34 cities and towns in Essex County, Massachusetts. We do this in three ways: 1) Managing and investing donor's charitable assets to achieve philanthropic goals; 2) Strengthening and supporting local nonprofits with the knowledge and financial resources needed for local impact; 3) Bringing cross-sector organizations and leaders together to invest in "systems-change" work that addresses social issues in our region.

With over \$125 million in charitable assets, the Foundation advises fund/donor advisors on giving strategies to reach their philanthropic goals and maximize their impact. Our family of 275 (and growing) charitable funds delivers over \$12 million in grant funding annually.

ECCF has experienced significant growth in the last five years, proving there is real need and opportunity in the regional charitable giving sector. The ECCF team of staff and volunteers work collaboratively, and with great enthusiasm, to deliver on its goals of helping donors fulfill their giving goals and bringing lasting change in their communities.

With a strategic plan driving the growth and impact of the organization (<https://www.eccf.org/about>), ECCF believes our communities thrive when we have: successful schools and students; safe, clean and green

neighborhoods; strong job and economic opportunities; vibrant arts and culture experiences; and healthy people. Further, we recognize that collective thriving requires us to be aware of and tackle longstanding inequities, so are committed to becoming an equitable and inclusive organization in all we do.

Learn more here: <https://www.eccf.org/our-work/>

## **The Employment Opportunity**

The Director of Marketing and Communications is a key leadership position responsible for leading and managing the Foundation's communications strategy and advancing the mission and strategic initiatives. The Director of Marketing and Communications will build the communications function and lead a small but mighty team that delivers communications tools for internal (staff, volunteers, donors) and external audiences (grantees, nonprofits, community leaders, and the public). This position also supports all departments with communications strategy and executes on projects that advance our strategic plan goals.

Reporting to the President & CEO, and working closely with all leadership team members, the Director of Marketing & Communications will both contribute to organizational strategy and support long-term organizational success as well as lead and execute communications projects within a complex and evolving organization.

Specific responsibilities include, but are not limited to:

- Develop the organization's overall communications strategy including strategic messaging and key communication platforms.
- Serve as a partner to senior leadership to advance the organization's goals and objectives in support of all departments' initiatives and events. This includes, but not limited to, annual fund campaign materials, systems work videos, Institute for Trustees materials and other events.

- Develop and oversee execution of key internal and external communications projects serving as a project manager and lead content developer, including the management of select vendors and partners as appropriate.
- Lead on the development, implementation, and ongoing oversight of the Foundation's website.
- Design and execute the Foundation's signature event – Celebration of Giving – designed to elevate the impact of philanthropy in our region.
- Steward ECCF's Corporate Partners and deliver on partnership benefits that include promotional benefits.
- Lead the communications team with clear expectations and a supportive environment for professional development.
- Stay informed of trends and best practices, evaluating communications needs against stated objectives and strive for continuous improvement.

## **Candidate Profile**

The Director of Marketing and Communications will be a highly collaborative and collegial team player who listens and communicates well across different audiences. Successful candidate will have the ability to streamline multiple message points into a unified, cohesive communication. With confidence and an appetite for continuous learning, they will bring a high level of knowledge, curiosity, and interpersonal skills to the role. They will exhibit many of the following experiences, attributes, and competencies:

- Minimum of five years of professional work experience in the marketing/communications field; experience in non-profits or private philanthropy is strongly preferred.
- Skill at translating ideas and concepts into clear, concise materials that are compelling and engaging for a range of internal and external audiences.
- Proven experience as a strategic partner and an implementer, leading projects and building systems within a complex organization.

- Demonstrated ability to build strong, collaborative relationships at all levels, drawing on a high degree of emotional intelligence and the ability to foster mutual trust and respect.
- Demonstrated commitment to valuing diversity and contributing to an inclusive work environment.
- A strong understanding of and commitment to advancing racial equity in their professional role with an enthusiasm for continual learning and growth.
- Experience in fundraising/development campaigns.
- Passion for planning a large-scale event that creates an immersive story-telling opportunity for guests.
- Ability to meet deadlines and work flexibly and creatively within a fast-moving, changing, and complex environment.
- Natural curiosity and ability to envision possibilities, with an eye towards aligning opportunities with the priorities of the Foundations.
- Experience with design software for small communication projects.
- Alignment with the Foundation's mission and values with an enthusiasm for learning, and respect for confidentiality.

## **Compensation/Benefits**

This position is a professional, full-time exempt staff position and will be eligible to participate in the Foundation's health plan, retirement plan and other employee benefits. The salary range is \$80,000-\$90,000 and is commensurate with skill level, experience, and sector benchmarks.

Essex County Community Foundation is an equal opportunity employer and committed to creating a diverse, equitable and inclusive organization.

## **How to apply**

Qualified candidates are encouraged to submit a cover letter and a resume to [k.miserandino@eccf.org](mailto:k.miserandino@eccf.org). Applications will be accepted through June 13, 2022.