

Director of Marketing and Communications

Who Are We?

The SC Center for Fathers and Families (Center) is a faith-based nonprofit that works to end father absence through educational programming, wraparound services, research, and advocacy. For more than 20 years, we have created stronger, safer, and more prosperous families and communities by re-engaging fathers with their children as a means to improve overall childhood well-being and reduce poverty. We are the voice for fathers in South Carolina and lead one of the nation's largest and most experienced networks of community-based organizations providing men with the tools and resources they need to be great dads. Our Center office is in Columbia, SC, and we have a network of six fatherhood organizations across the state.

What Would I Do Every day?

As our Director of Marketing and Communications, you'll play a critical role in growing the Center's brand and building relationships with our key stakeholders. You will be a connector and team player who works across the entire organization to translate our work into integrated communications plans that align with our mission, vision, and values. Your work will help us enhance public awareness, increase financial support, and achieve our plans for growth. This role requires a superb collaborator and strategic, creative thinker with excellent verbal and written communication skills, a high level of organization, attention to detail, and project management skills. You will manage our communications associate position.

The Director of Marketing and Communications will:

- Direct and implement a marketing and communications plan to,
 - Recruit fathers
 - At the local statewide organizations by equipping and empowering their staff and board with material and guidance
 - Increase advocacy
 - Update and provide material to engage and gain support from legislators and governmental officials
 - At the city, county, state, and federal levels
 - Attract donors
 - Execute the Fund Development Plan
 - Update and provide material to attract donors including corporate, individual, and foundations
 - Position the Center as the thought leader and catalyst for fatherhood initiatives throughout the state.
- Routinely work to update promotional and testimonial videos
- Routinely assess and update the Center's and local programs' websites including current news and information
- Develop and implement a social media strategy for the Center and local fatherhood programs. These include the Center's e-newsletter, Facebook page, Website, Twitter, YouTube, or other pertinent media

- Maintain positive relationships with members of the media across the state and work with local fatherhood program staff in order to manage media efforts and relationships across multiple media markets. Prepare and distribute press release materials
- Market and promote programs in local organizations through print, social media, and other mediums
- Advise local organizations on the Center marketing strategy
- Coordinate the communications committee
- Prepare and update the Center's crisis response plan
- Ensure timely preparation of the annual report
- Deliver all projects on time and on budget
- Negotiate with contractors, service providers, and vendors to obtain the best pricing for marketing services

Skills and Qualifications:

- Five to ten years of work experience in the communications/marketing field
- Four-year college or university degree (Master's degree preferred) with major coursework in communications marketing, public relations, or an appropriate discipline
- Excellent analytical, critical, and strategic thinking skills – able to think big picture and pay attention to detail
- A high degree of creativity and commitment to excellence
- Ability to work and plan collaboratively, but implement independently
- Complies with deadlines, works well under pressure, and ability to manage multiple projects simultaneously
- Demonstrate strong organizational and social skills to represent the Center in a variety of community and organizational settings with the members of the media
- Strong writing, editing, and presentation skills are essential; layout and design, and professional printing/publishing skills are desired
- Strong knowledge and understanding of current trends in digital media/social media
- Knowledge of public relations and communication marketing strategies

General Requirements:

- Knowledge and commitment to the mission, focus, and vision of the Center and demonstrate an understanding and commitment to upholding the ministry of the Sisters of Charity of St. Augustine.
- Some travel
- Flexible hours-some evenings and weekends

Compensation:

This is a full-time grant-funded position. Salary commensurate with experience.