



## Job Description for Director, Marketing & Communications

Department: Development

Reports to: Chief Development Officer

Status: Full-Time, Exempt

JPA is a social impact agency serving more than 2,500 children, families and educators in school-based counseling and consulting services on the west and south sides of Chicago. The mission of JPA is to improve the social-emotional well-being and functioning of vulnerable children so they can fulfill their highest potential at home, in school, and in our community. We do this by providing therapeutic counseling services, conducting research, sharing knowledge, and providing expert consultation and guidance.

### Summary of Position

The Director, Marketing & Communications will collaborate with senior leadership to develop a strategic marketing plan encompassing a combination of traditional, online, and social media platforms to help build brand awareness for JPA's work, support JPA events, and increase JPA's presence in the communities in which we work. He/She will also work in partnership with the Chief Development Officer to develop impactful messaging for fundraising pieces including annual campaigns, major gift proposals, an annual report, and stewardship.

### Responsibilities

- Develop and execute a comprehensive marketing and communications plan across all channels, including web, social media, earned media, press events, print and digital collateral, etc.
- Establish a media relations plan that helps JPA build a reputation as a "go-to" source of valuable information on mental health in children, young adults and families.
- Implement a robust and integrated social media strategy using Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.
- Create and maintain high-quality story-telling collateral communicating JPA's mission, vision, and key objectives (i.e. newsletters, topical alerts, videos, podcasts, and other digital and print materials, etc.).
- Set quantitative and qualitative metrics and results to evaluate the effectiveness of communications strategies.
- Develop JPA's annual campaign strategy and messaging in collaboration with the Development and Executive teams.
- In collaboration with the CEO and Chief Development Officer, oversee the creation of innovative major gift proposals and stewardship reports.
- Recommend appropriate tactics to raise awareness and strengthen JPA's presence among its peer group, schools, government officials, and potential supporters.

- Draft op-eds and other statements on behalf of executive leadership.
- Other duties as assigned.

#### Knowledge, Skills and Abilities

- Experience creating and implementing a full-scale, integrated marketing plan.
- Excellent graphic design, photography and video skills preferred.
- Website management - specifically content development and editing.
- Outstanding organizational skills with a strong attention to detail and ability to handle multiple projects with competing deadlines in a fast-paced environment.
- Clear and effective written and verbal communications skills.
- Highly motivated, self-directed, results-oriented, data-driven, and curious.
- Willingness to roll up your sleeves and do what it takes to meet team goals and achieve impact.
- Experience engaging with diverse populations
- Experience securing local and/or national media is a plus

#### Qualifications

- 5-7 years of experience in integrated marketing, design, and communications with a preference in the education, government or nonprofit sector.
- Bachelor's degree in marketing, public relations, communications or related major.

#### How to Apply

Please send a resume and cover letter to [jpadevelopment@jpachicago.org](mailto:jpadevelopment@jpachicago.org) with the subject line "Director, Marketing & Communications." JPA is committed to offering a competitive salary that is commensurate with experience and includes full health benefits, generous PTO and 401k.

*JPA is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, ancestry, national origin, religion, sex, sexual orientation, gender identity, disability, protected veteran status, military discharge status, age, marital status, parental status, or source of income.*