



## **Job Posting: Director of Marketing & Communications**

*Immediate opening – July 2021.* Join a fast-paced team that is achieving one of the great urban river restorations of our time. Change the world when you serve on the can-do staff of one of the largest and oldest environmental non-profits in Virginia, the Elizabeth River Project, [www.elizabethriver.org](http://www.elizabethriver.org). Full-time position to lead marketing and communications for the purpose of “growing the grassroots army” of citizens engaged in the environmental restoration of the urban Elizabeth River (Norfolk, VA., area). Make your marketing and communications leadership count during the most promising era in our 30-year history as we open a nationally significant Resilience Lab on the waterfront.

### **Overview:**

Implement an existing new marketing plan; develop and carry out an updated communications plan with the help of a team of staff, board and contractors. Carry out strategies ranging from social media to an improved web presence to traditional media communications. Your rewarding job will be to maximize community engagement in the mission of the Elizabeth River Project, to restore the wonder of a healthy home river.

- Develop strategies and tactics to enhance and expand awareness of Elizabeth River Project and community understanding of the mission.
- Coordinate implementation of marketing plan goals and objectives, working with contracted marketing assistance as needed and working with a team of staff and board.
- As part of implementing the marketing plan, deploy successful marketing campaigns from ideation to execution, with a strong emphasis on social media.
- Develop and implement an up-to-date communications plan taking advantage of on-line and traditional media and including regular communications with donors.
- Give priority marketing and communications support to the work of fundraising teams, playing an integral role in helping achieve measurable goals for increased numbers of donors and increased amounts of annual giving.
- Help market membership recruitment and retention as an integrated aspect of all Elizabeth River Project programs, projects, communications and events.
- Communicate with mass media to spread the word and raise awareness of the mission and accomplishments of the Elizabeth River Project.
- Oversee website management including contracted web support.

- Oversee print publications including a newsletter.
- Produce valuable and engaging content.
- Help plan and market events that will maximize awareness as part of a staff team working on events.
- Measure and report on the performance of marketing and communications campaigns, supporting staff team, consultants and board to gain insights and assess progress against goals.

**Reports to:**

This is a leadership position reporting directly to the Executive Director while working in close collaboration with the Director of Development and the Grassroots Coordinator.

**Requirements:**

- The ideal candidate will have at least five years of non-profit experience with marketing and communications and will be able to demonstrate having played a key role, through such marketing and communications, in exponential growth of the organization as demonstrated most particularly by increased numbers and revenue from dues-paying members.
- A passion for the environment and the ability to communicate excitement for the mission of the Elizabeth River Project are must-haves.
- Engaging content writing, photography and videography editing skills preferred.
- Up-to-date and experienced in implementation of the latest trends, best practices and social media platforms for on-line marketing.
- Experience setting up and optimizing campaigns on platforms such as Constant Contact.
- Proven experience in creatively devising and leading strategies with measurable results to engage target audiences.
- Experience managing outreach to mass media resulting high profile news coverage.
- Experience inventing signature marketing events that have proven effective for increased engagement of target audiences.
- Bachelor's degree or higher in a relevant field; relevant professional certifications.
- Ability to thrive on a fast-paced, non-profit team. Ability to multi-task, grow from feedback, manage time, work as a team, wear multiple hats.
- Creative resilience: We look for people who are inspired and energized rather than daunted by big challenges (such as a polluted urban river) and work steadily and creatively to overcome them through out-of-box solutions.

*Equal opportunity employer.* The Elizabeth River Project encourages diverse candidates to apply and is committed to creating a diverse and inclusive environment. All qualified candidates will be considered without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

**Schedule and Work Environment:**

- Full-time, 40 hours per week during regular 9-5 office hours in Norfolk office.
- Flexibility to vary hours and/or work remotely consistent with ability to manage work requirements, communicate with and support other staff members.

**Salary and benefits:**

Competitive salary and benefits along with the satisfaction of making your world a better place. Level 3 Professional on our salary scale (\$16-\$26 hr. depending on qualifications). Possibility for additional technical differential and/or consideration at the higher Senior Professional scale for advanced, extraordinary experience that is highly relevant to this position. Cost-shared health insurance, employer paid life insurance, 12 paid holidays, paid vacation. On-going professional development opportunities such as those offered through the Nonprofit Marketing Guide and Academy for Nonprofit Excellence.

**To apply:**

Send cover letter, resume and samples from relevant work to Marjorie Mayfield Jackson, Executive Director, [mmayfield@elizabethriver.org](mailto:mmayfield@elizabethriver.org) (maximum 10 pages); **please use this subject line: Marketing Position Application.** Position is open now and will be filled as soon as we find the right candidate. No phone calls.