

Marketing and Communications Director

Eliminating racism. Empowering women. YWCA Metropolitan Phoenix's mission lives in the soul of everyone at YWCA because we demand a world of equity and human decency. We envision a world of opportunity. We commit ourselves to the work of justice. Every day, we get up and do the work, until institutions are transformed; until the world sees women, girls, and people of color the way we do: Equal. Powerful. Unstoppable. All YWCA team members are expected to function as self-directed members of a collaborative team, to model professional standards and the YWCA Mission, and to help sustain an environment that encourages women's and girls' investment in themselves and the YWCA movement. Successful candidates are on their own racial justice learning journey. We believe in **Self-Managed Teams (Learning, Creating, and Leading Together), Collaboration, Co-creation, Inclusivity, Respect, Engaged and Engaging, Fun and Joy.**

YWCA provides an excellent work environment with competitive pay and the opportunity for professional and personal growth. Success in this position will depend upon a positive outlook, solid work ethic, and the ability to operate in a team environment, as well as function independently where required.

Position Summary: The Marketing and Communications Director will play a pivotal role in advancing the mission of YWCA Metropolitan Phoenix by developing and executing comprehensive marketing and communications strategies. This role will enhance the organization's visibility, engage diverse audiences, and foster community relationships. The ideal candidate is a strategic thinker, adept at storytelling, and passionate about racial and social justice and women's empowerment.

Essential Functions:

1. **Strategic Planning and Leadership:**
 - Develop and implement a comprehensive marketing and communications plan that aligns with the YWCA's mission and strategic goals.
 - Lead the marketing and communications team, providing guidance, mentorship, and performance management.
 - Collaborate with the executive team to ensure cohesive messaging and branding across all initiatives.
 1. Partners very closely with Advancement Director and CEO.
2. **Brand Management:**
 - Oversee the development and maintenance of the YWCA's brand, ensuring consistency and alignment with the organization's mission and values.
 - Manage the creation of marketing materials, including brochures, reports, and promotional items.
3. **Digital Marketing and Social Media:**
 - Develop and execute digital marketing strategies to enhance the YWCA's online presence, including website management, email marketing, and social media campaigns.
 - Analyze and report on digital marketing performance metrics, adjusting strategies as needed to achieve goals.
4. **Public Relations and Media Relations:**
 - Serve as the primary media contact and spokesperson for the YWCA.
 - Build and maintain relationships with local, regional, and national media outlets.
 - Draft and distribute press releases, media advisories, and other public relations materials.
5. **Content Creation and Storytelling:**
 - Oversee the creation of compelling content that highlights the YWCA's programs, impact, and success stories.

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- Manage the production of newsletters, blog posts, videos, and other multimedia content.
- 6. **Event Promotion and Support:**
 - Develop and execute marketing plans for YWCA events, ensuring high visibility and participation.
 - Collaborate with event planning teams to provide communication support and promotional strategies.
- 7. **Community Engagement and Partnerships:**
 - Foster relationships with community partners, stakeholders, and donors to support the YWCA's mission and programs.
 - Represent the YWCA at community events, meetings, and other public engagements.

Required Skills:

- **Strategic Planning:** Ability to develop and implement long-term marketing and communications plans.
- **Brand Management:** Experience in overseeing brand development and consistency.
- **Digital Marketing:** Proficiency in website management, email marketing, and social media platforms.
- **Public Relations:** Strong media relations skills, including writing and distributing press releases.
- **Content Creation:** Excellent writing and editing skills, with experience in creating various types of content.
- **Leadership:** Proven ability to lead and manage a team effectively.
- **Analytical Skills:** Ability to analyze marketing metrics and adjust strategies accordingly.
- **Interpersonal Skills:** Strong ability to build and maintain relationships with diverse stakeholders.
- **Project Management:** Highly organized, with the ability to manage multiple projects simultaneously.

Desired Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (Master's preferred).
- Minimum of 5-7 years of experience in marketing and communications, preferably within the nonprofit sector.
- Demonstrated commitment to racial and social justice, women's empowerment diversity, equity, and inclusion.
- Proficiency in marketing and design tools, such as Adobe Creative Suite, content management systems, and analytics platforms.
- Experience with event promotion and marketing.
- Strong public speaking and presentation skills.

Personal Attributes:

- Passion for the mission of YWCA Metropolitan Phoenix.
- Creative and strategic thinker with a results-oriented mindset.
- Excellent interpersonal skills and the ability to build strong relationships.
- Highly organized with the ability to manage multiple projects simultaneously.
- Flexible and adaptable to changing circumstances and priorities.

Responsible to: Chief Executive Officer

Job Type: Full-time, Exempt

Salary range: \$72,000 – \$91,250



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Schedule: 40 hours per week; some weeks may require evenings and weekend hours

Holidays: 13 paid holidays

Eligible on first day of employment:

- Term Life Insurance (employer paid)
- Employee Assistance Program (employer paid)

Eligible on the first day of the month after 60 days employment

- Healthcare (partially paid by employer)
- Dental, Vision (employee paid)
- Voluntary Life Insurance (employee paid)
- 403b Retirement Plan (employee contribution)

Eligible time off to use after 90 days, based on accrual

- Accrue up to 80 hours of vacation time per year
- Two days Personal Time Off
- One sick day accrued per month

Eligible after 2 years employment

- YWCA National Retirement Plan (employer contribution)

License/Certification Requirements:

- Driver's License (Required)
- Must be eligible to work in the U.S. (E-Verify confirmation)

Work Location:

- Hybrid – Remote and Glendale office as necessary.
- Community locations within the Phoenix valley will be required frequently.

TO APPLY:

Submit your resume and cover letter to jobs@ywcaaz.org

YWCA Metropolitan Phoenix

Subject: Marketing and Communications Director

Attn: Katy Engels, Human Resources Manager

Open until filled

YWCA Metropolitan Phoenix is committed to fostering a diverse and inclusive workplace. We are dedicated to hiring employees who reflect the communities we serve, including women, people of color, LGBTQ2S+ individuals, seniors, and people with disabilities. YWCA Metropolitan Phoenix can provide accommodation in any aspect of the hiring process.