

## 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.

As the Marketing and Communications Director at YWCA Metropolitan Phoenix, you will step into a role where your strategic vision and passion for storytelling will make a significant impact. You'll be joining a team that values your expertise in crafting compelling narratives and developing comprehensive marketing strategies. Here, you'll have the chance to elevate our organization's visibility and engage with diverse audiences in meaningful ways.

Our work environment offers you more than just a paycheck. You will find continuous learning opportunities, professional development, and the chance to grow both personally and professionally. Our team is collaborative, supportive, and inclusive. You'll work alongside passionate individuals who value respect and engagement, and where every contribution is appreciated. You'll thrive in a setting that encourages creativity and innovation, providing a platform for your ideas to flourish.

At YWCA, we believe in maintaining a positive and joyful atmosphere. We value having fun and creating a supportive environment where you can maintain a solid work ethic and a positive outlook. You'll find fulfillment in knowing that your work directly contributes to empowering women and advancing social justice.

We are seeking someone with nonprofit experience in the greater Phoenix area who is not only passionate about marketing and communications but also deeply committed to social justice and women's empowerment. If you are a strategic thinker who excels at storytelling and enjoys creating impactful marketing campaigns, you will find this role incredibly rewarding. You should be comfortable working both independently and as part of a collaborative team, bringing innovative ideas to the table and helping to foster community relationships.

Your success in this role will depend on your ability to manage multiple projects effectively, maintain a positive outlook, and exhibit a solid work ethic. If you are driven by excellence and are looking for a role where you can make a tangible difference, you will excel at YWCA Metropolitan Phoenix. We are excited to welcome someone who is eager to contribute their skills and grow with us. Together, we will create impactful change and empower our community.

### 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.
- 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.
- **Nonprofit Marketing Skills:** 5+ years specific marketing experience within the nonprofit sector.

**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.
- 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 – \$82,000

**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](mailto: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.