



Job Title: Director of Marketing & Communications

Position Summary: The Director of Marketing and Communications will lead Mercy Connections' marketing and communications strategies, provide guidance to the Executive Director, and assume responsibility for a range of critical marketing and communications initiatives and activities. The overarching goal is to significantly lift Mercy Connections' profile in the Vermont community.

Accountability: Executive Director

FTE: 40 hours per week

FLSA: Exempt

Location: Remote until further notice, then at offices in Burlington, Vermont with some remote work flexibility

Compensation: Commensurate with experience and expertise

Qualifications

- Holistic understanding of and experience with all aspects of communications, positioning and messaging, including best practices in web, social media, print and public relations. Clear understanding of the variable content needs required for these diverse channels.
- Exceptionally strong, versatile writer, with keen editing, proofreading and content development skills
- Proven success as a digital-first storyteller. Ability to think visually and verbally.
- Demonstrated experience with public relations and media strategy.
- Self-aware about strengths and weaknesses and knows how to compensate for each.
- Relevant bachelor's degree.
- Five to 10 years of increasing marketing and communications experience and responsibility.
- Action-oriented with strong prioritization, organization and follow-through skills and the ability to manage multiple projects simultaneously.
- Experience with social media and web analytics and reporting tools required.
- Desire to join a mission-driven non-profit.

Responsibilities

- Deeply understand and embrace the mission of Mercy Connections.
- Become knowledgeable about Mercy Connections programs and services.
- Represent Mercy Connections in a manner that inspires confidence, models the organization's values and contributes to excellence and accountability.
- Understand and support the organization's strategic business plan.

- Oversee creation of and implementation of an annual marketing and communications action plan. (Note: The 2021 plan has been drafted by an outside consultant.)
- Apply Mercy Connections' new brand framework across the complete body of marketing and communications work.
- Optimize internal resources as well as identify, leverage and manage outside resources to complement internal capabilities, including graphic design, web development, social media, video and photography.
- Collaborate with Program Managers and the Director of Development to support their success.
- Manage and stretch a modest budget.
- Write, produce, launch, and monitor effectiveness of a monthly Mercy Connections e-newsletter.
- Write and distribute monthly blog posts and periodic op-eds in collaboration with the Executive Director.
- Oversee redevelopment of the Mercy Connections website and then keep it continually current via the CMS with new content; monitor analytics periodically.
- Monitor and understand the Vermont policy landscape as it pertains to Mercy Connections' work and mission.
- Monitor the Vermont media landscape and leverage it for the organization's benefit as well as serve as primary media liaison.
- Stay abreast of new marketing and communications technologies and channels and advise the Executive Director on their adoption.
- Collaborate with the Executive Director, the Director of Development and Program Managers on the production of organization-wide events like the annual May luncheon or milestone events like anniversaries.
- Oversee production of all digital and print materials including an annual report.
- Maintain a calendar of marketing and communication activities and accomplishments (including web and social analytics) and provides periodic reports to the Executive Director.
- Actively participate in management team and all-staff meetings, as well as program activities and events.

Interested candidates should craft a compelling 250-word appeal describing why you're the best candidate for the position and what inspires you about it. Forward your letter and resume to Alana Shaw at ashaw@mercyconnections.org by February 22, 2021.

Mercy Connections, Inc. is an equal opportunity employer.