

## **Job Description: Director of Marketing and Communications**

**Position:** Director of Marketing and Communications  
**Reports to:** President & CEO  
**Status:** Full-time, exempt, salaried  
**Supervises:** Marketing and Communications Associate

### **Our Organization:**

Chicago Foundation for Women (CFW) is a public foundation working to advance gender equity, which we believe to be inherently interconnected with racial, economic, and health equity. CFW envisions a world in which all women and girls, transgender, and gender nonbinary people have the opportunity to thrive in safe, just, and healthy communities. We celebrate the spectrum of identities and experiences of women and girls, uplift their leadership and center the voices of the community to achieve true equity. To support our philanthropy, the Foundation promotes increased investment in women and girls, raises awareness about their issues and potential, and develops them as leaders and philanthropists. Since 1985, the Foundation has awarded over \$45 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

CFW looks at the broad spectrum of needs of all women. We support the areas of freedom from violence, economic security, and access to health, which we see as integrally related and are paths forward toward an equitable society.

Chicago Foundation for Women (CFW) is committed to becoming an anti-racist institution. CFW is committed to engaging in continual analysis and essential restructuring to ensure the Foundation's way of being is one that wields shared power and holds itself accountable to racially oppressed groups to achieve its gender equity goal.

### **About the Director of Marketing and Communications Position:**

The Director of Marketing and Communications reports to the President/CEO and will create a strategic communication and social media plan for the Foundation. The Director will manage communications activities to promote, enhance and protect the Foundation's brand. They are responsible for promoting the Foundation through community and media outreach, marketing, online communications, and public relations. This position includes responsibilities in: creating informative content, project management and implementation, intensive writing and editing, aggressive media outreach and story placement, interagency collaboration, public relations and speechwriting for Foundation events, production of all Foundation marketing materials and videos, and general communications. The Director of Marketing and

Communications will also work collaboratively with the Foundation staff, grantee partners, external communications support team (PR firm), and the Communications Committee of CFW's Board of Directors. The Director will be charged with hiring and supervising a Marketing and Communications Associate.

**Position Breakdown:**

**Public Relations and Marketing (30%)**

- Amplify the Foundation's reputation in the Chicago area, increasing awareness of the Foundation's mission to key audiences including the media, influential community members and policymakers, current and potential donors, organizational partners, and corporations.
- Grow relationships with news media that result in proactive news coverage as well as media sponsorships of the Foundation and/or specific events.
- Promote CFW as key voice on women's issues; book interviews and speaking engagements with media, professional conferences, and community groups.
- Develop and produce high-quality Foundation marketing materials, including but not limited to the Annual Report, pitches, speeches, publications, brochures, one-pagers, talking points, and other materials on regular deadlines and as needed.
- Work closely with Programs staff to develop content for marketing campaigns to meet programmatic and fundraising goals.

**Strategy and Communications Management (30%)**

- Take a data-driven approach to develop and manage the Foundation's annual communications and social media strategy and work plan.
- With President/CEO, post op-ed blogs to influential sites and develop relationships with other key leaders in the Chicago netroots community to grow Foundation awareness.
- Strengthen relationships with PR consultants, vendors and other contractors to increase capacity and impact marketing/communications efforts.
- Collaborate with Program staff to identify opportunities to amplify grantee partners stories and voices.
- Produce impact-driven content on a consistent basis for use across CFW's communications channels.
- Grow CFW's direct response and online giving platforms, increase email open and conversion rates, and increase funds CFW raises online.
- Responsible for the maintenance of online content, including but not limited to, CFW's website, GoWomen e-newsletter, and social media networks.

**Administrative (30%)**

- Brainstorm and collaborate with staff for innovative ideas and strategies.
- Staff the Communications Committee of the Board of Directors.
- Compose and implement policies to enhance the communications department's efficiency and further develop the building and maintaining of a positive Foundation brand.

- Develop materials to educate staff on communication practices.
- Manage annual Communications budgets to ensure good stewardship of donors' funds. Administer contracts for PR consultants and vendors supporting communication projects.
- Hire, supervise and manage a Marketing and Communications Associate.

#### **Other (10%)**

- Attend and actively participate in required educational programs, and departmental and staff meetings.
- Protect CFW's value by keeping information confidential.
- Update knowledge by participating in educational opportunities; maintaining networks; participating in professional organizations.
- Perform other duties as assigned by supervisor.

#### **Work Environment**

- This position requires attendance during business hours - 9:00am to 5:00pm, Monday through Friday with 2 remote workdays.
- Occasional night and weekend hours are required to attend and assist at Foundation events.
- This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- The employee may be asked to lift and/or move objects up to 25 pounds.
- Travel between the main office and other locations may be required.
- Workplace is a smoke- and drug-free environment.
- CFW is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. CFW does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. CFW is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

#### **Qualifications**

- Minimum of five years of experience in communications and community outreach, public relations, marketing, or related fields.
- Bachelor's degree in related field required.
- Effective communication, leadership, and data analytical skills.

- Experience managing, supervising and coaching staff.
- Demonstrated versatility in writing for all media platforms.
- Ability to respectfully and productively seek and manage diverse input from board members, sponsors, grantees, and community partners.
- Experience with website content management (knowledge of WordPress preferred).
- Superior project management and time management skills.
- Creative and strategic application of digital and social media technologies.
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications.
- Innovative thinker, with a track record for problem solving and developing action plans and managing output.
- Strong interpersonal skills with the ability to engage, collaborate and develop consensus with colleagues.
- Extremely proficient with Microsoft Office Suite.
- Passion for CFW's mission.

### **Compensation**

CFW offers a competitive compensation package for all positions. Comprehensive benefits package includes medical, dental, vision, life, short and long-term disability insurance, long-term care insurance, and 403 (b) plan with an employer nonelective contribution. CFW provides: 10 vacation days, 12 sick days, 3 personal days, 2 floating holidays, 12 organizational holidays, and two remote days per week. CFW also has paid leave and sabbatical policies. The salary will be commensurate with candidate experience, the salary range is \$100,000 - \$110,000.

### **Application Process**

Interested applicants should email a cover letter articulating how their skills and experience meet the responsibilities noted above with a resume to [careers@cfw.org](mailto:careers@cfw.org) .

- Subject line should read: Your Name + Director of Marketing and Communications
- No phone calls please

CFW seeks to fill this position as soon as possible and will work actively to build a diverse pool of candidates.