



## Position Announcement: Director of Marketing and Communications

### Introduction

Join a dynamic team that works daily to create a sustainable future. At The Alliance Center, we value innovation and collaboration in a fast-paced, team-oriented environment. Here, you're a part of something bigger that is making a measurable difference in the world.

The Alliance Center is helping to create a world where our communities thrive, our democracy is strong, our economy works for everyone and our planet is healthy. As our Director of Marketing and Communications, you will have the opportunity to support this vision by elevating the brand and voice of The Alliance Center. The Director of Marketing and Communications will lead all of the Alliance's marketing and communications, including but not limited to: branding, public relations, website, social media channels, email outreach, and fundraising collateral. Working closely with The Alliance Center's team, especially our Executive Director and Communications Coordinator, this person will ensure clear and consistent communication of The Alliance Center's mission, vision, program areas, theory of change and current projects. The Director of Marketing and Communications is a member of the Senior Leadership team, engaged in the strategic decisions and operations of the organization.

### Responsibilities of the position include:

- **Create, plan and execute** a best-in-class brand and content strategy, including developing and implementing innovative and compelling marketing and communications plans and campaigns.
- **Create a distinct image and voice** to distinguish The Alliance Center and its programs as a leading force in sustainability.
- **Expand** The Alliance Center's audience and reach through strategic, targeted communications plans, marketing campaigns, media relations, newsletters and social media.
- **Accelerate** the impact of The Alliance Center's programs through targeted communication campaigns.
- **Oversee** the design and creation of collateral using graphic design programs including, but not limited to, Photoshop, Illustrator and InDesign.
- **Establish** best practices in messaging through the creation of style guides, brand standards, templates and trainings for staff as needed.
- **Define** key audiences and develop targeted messaging to effectively engage and reach them.
- **Manage** The Alliance Center's website, maintaining content and style that are consistent with the existing brand, working with web developers to complete backend updates and lead the creation of an additional, new website.
- **Monitor and analyze** web traffic, SEO, Google Analytics and other metrics to inform marketing and communications strategies.
- **Lead** a robust social media strategy to increase engagement on various platforms, including Facebook, Instagram, Twitter and LinkedIn.

- **Support** other departments with outreach and communications, including major events, speaking engagements, conferences, marketing materials, email promotions, reports, etc.
- **Cultivate and maintain** relationships with the media in Colorado and beyond to garner local, regional or national coverage.

**Required skills and qualifications:**

- Passion for, experience in and knowledge of sustainability and environmental fields
- Branding expertise
- Highly motivated, self-starter able to thrive in a fast-paced work environment
- Flexible and open to change and adaptation
- Thrives as a team player, working collaboratively with The Alliance Center staff and partners
- An ability to work through an equity lens, either through professional or lived experience
- Excellent writing and editing skills, with the ability to curate content swiftly and adapt it to specific target audiences
- Social media strategy and content-writing skills
- Proficiency with website and social media analytics and using this information to expand organizational reach
- Two years managerial and leadership experience, with the ability to train, coach, and mentor staff
- Well versed in web design specifically with WordPress
- Experience with CRMs (preferably Salesforce) and mass emailing applications
- Proven PR and media relations skills
- Familiar with Google Ads and Analytics and the use of these tools to expand organizational reach
- Experience working with outside vendors to manage creative projects, including paid media, video storytelling, graphic design, etc.
- Excellent organizational skills

**Preferred skills and qualifications:**

- Knowledge of and passion for regeneration and regenerative principles
- Graphic design experience, specifically with Adobe Creative Cloud, and an understanding of all graphic file types
- Writing experience for blogs, press releases, articles, development collateral and newsletter copy
- Nonprofit experience a plus (2 – 5 years preferred)

**Reports to: Executive Director**

**Classification, compensation, schedule & benefits:**

This is a full-time, salaried position. The salary is between \$70,000-85,000 and will be compensated based on experience and qualifications.

*Schedule and Work Environment:*

- The Alliance Center offers a flexible work schedule that can fit the applicant's needs.
- Some evenings and weekends may be required to fulfill the duties of this position.
- As the majority of The Alliance Center team is still working from home, this position can start remotely. This will adjust over time as the City and County of Denver's COVID restrictions lift and recommendations change.

### *Benefits*

- This position qualifies for benefits, including health coverage, RTD Eco-Pass, matching retirement plan, generous paid holidays and paid time off.

### **How to apply:**

Please email: [employment@thealliancecenter.org](mailto:employment@thealliancecenter.org) with your cover letter and resume by November 30, 2021 to be considered for this position.

Applications will be reviewed on a rolling basis. No phone calls, please.

*The Alliance Center is committed to building an organization that celebrates diversity and embodies inclusivity. We encourage and desire applicants from all backgrounds, ethnicities and walks of life to join our team and help grow a more inclusive sustainability movement that truly serves all people.*

*The Alliance Center provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or genetics.*