

## ***EMPLOYMENT OPPORTUNITY – DIRECTOR OF MARKETING & COMMUNICATIONS***

Exceptional Children's Foundation (ECF.net) provides the highest quality services for children and adults who are challenged with developmental, learning and emotional disabilities - empowering them to reach their greatest potential. Each year, ECF serves more than 4,800 clients at 15 sites throughout Los Angeles County. Established in 1946, ECF is the only organization of its kind in California to provide a lifespan of services for children and adults with developmental disabilities.

### **SUMMARY OF DUTIES**

- **Marketing/Communications Strategy**

Implement a comprehensive Marketing and Communications Plan designed to increase understanding and awareness of ECF among target audiences including, but not limited to: media; donors; business partners; elected officials; colleagues in the field; civic and community leaders; and clients' parents/caregivers. Create communication plans for fundraising campaigns and provide guidance on marketing strategy to program directors, as needed. Work closely with Development and External Relations Department staff to create annual and three-year Strategic Plan marketing and communications strategies.

- **Brand Management**

Coordinate, execute and monitor the design and production of marketing and communication tools including website, social media (Facebook, Twitter, Instagram, LinkedIn, and YouTube), monthly e-newsletter, video, annual reports, direct emails / mailers, brochures and other materials. Ensure design and content adheres to brand standards. Maintain current and accurate content in all endeavors. Review to measure effectiveness on a regular basis using tools including content management software (eClincher) and Google Analytics.

- **Content Development**

Develop and maintain monthly/annual agency-wide editorial calendar. Serve as primary writer and editor for external communications. Draft compelling and engaging content that emotionally connects with key stakeholder groups, imparting ECF's impact. Generate content for: website, monthly e-newsletters, news releases, annual reports, video awards, community award/recognition applications, advocacy letters and CTAs and fundraising solicitations. Help design and produce advertisements for digital and print publications. Evaluate, recommend and coordinate digital and print advertising buys.

- **Develop and secure placement**

Develop and secure placement of feature news articles; op-ed pieces; PSAs; and other digital, broadcast and radio coverage opportunities. Coordinate communication and engagement strategies with elected officials that represent communities served by ECF programs throughout LA County. Ensure effective management and utilization of outside partners/vendors involved in media relations, publication design and reproduction, website development, photography and video production. Identify new opportunities to promote ECF's image and position in the marketplace among various stakeholders and the general public. Work collaboratively with members of the Development and External Relations Department, as well as management and line staff across all ECF departments to ensure all marketing and communications projects contain accurate, up-to-date content and are consistent with agency-wide marketing and communications efforts

### **QUALIFICATIONS**

#### **Education:**

Bachelor's degree in Communications, Marketing or related field. Advanced degree preferred.

#### **Experience:**

- Five years of professional experience in marketing and communications with progressively increasing responsibilities, including at least two years in a comparable director/lead position, preferably in a non-profit environment.
- Experience and skill in developing and executing organization-wide strategies with a variety of online and offline marketing and communications functions, including: branding and messaging to different target audiences; website development and maintenance; all aspects of digital, video and print production; development and implementation of social media plans and new emerging strategies; and working with outside vendors, the press and elected officials.

#### **Knowledge/Abilities/Skills:**

- Knowledge of current marketing and communication principles and strategies.
- Proven success in project management, including effectively managing multiple projects with competing deadlines.
- Strategic and critical thinking skills; effectively communicate orally and in writing; engage people with a variety of backgrounds and viewpoints, including staff at all levels, board members and clients and their family members.
- Strong interpersonal, management and collaborative skills.
- Excellent writing and editing skills, as well as attention to detail.
- Skills for website programming, photography and design/layout a plus.
- Knowledgeable about nonprofit/human services work in Los Angeles County, particularly the disability community.
- Knowledge of Microsoft Office and desktop publishing programs.

### **COMPENSATION AND BENEFITS**

Salary is commensurate with experience.

### **WORK LOCATION**

5350 Machado Road, Culver City, CA 90230

## **HOW TO APPLY**

**Please note: Applicants must submit a cover letter, resume and two writing samples.**

Qualified applicants may submit an employment application by visiting our ECF careers page:

[https://workforcenow.adp.com/jobs/apply/posting.html?client=EXCEPTCHIL&cclid=19000101\\_000001&type=MP&lang=en\\_US](https://workforcenow.adp.com/jobs/apply/posting.html?client=EXCEPTCHIL&cclid=19000101_000001&type=MP&lang=en_US)

**Exceptional Children's Foundation** is an equal opportunity employer and does not discriminate on the basis of race, color, creed, religion, sex, national origin, ancestry, age, physical or intellectual disability, medical condition (including pregnancy and medical conditions related to childbirth), military or veteran status, marital status, gender identity, sexual orientation, genetic information, or any other basis protected by state or federal laws.