

Director of Marketing and Communications

Vera House, Inc. is a human service agency that provides unconditional care for individuals and families-through comprehensive domestic and sexual violence prevention and intervention services. We believe in collectively serving members of the community and creating an environment of accountability for our services. We strive to provide our employees with flexible schedules, when possible, a level of autonomy to complete their work, and a culture of belonging. We strive to interrupt the norms that cause harm and perpetuate oppression.

The primary function of the Director of Marketing and Communications is to position Vera House for greater impact in culture with regard to the issues related to domestic violence, sexual assault and elder abuse.

The Director of Marketing and Communications sets and guides the strategy for all communications ensuring consistency in theme and relevance of content. Responsible for planning, development and implementation of all marketing strategies, communications and public relations activities. The communications scope includes published e-newsletters, websites, social media posts, public relations messages and annual reports with proven experience in building awareness on the topic of domestic violence, sexual assault and other forms of violence. Thorough knowledge of and adherence to all Vera House policies, procedures and safety protocols is required.

As a member of the executive leadership team, they participate in strategic planning and budgeting initiatives and support each functional area in developing effective communications for strategic and tactical initiatives across the organization.

KEY RESPONSIBILITIES

Marketing and Communications

- Lead development of an annual strategic plan for effective issue-related campaigns in alignment with Vera House priorities and leadership
- Lead marketing strategies and implementation for major awareness-building and fundraising events, including the White Ribbon Campaign, New Beginnings Gala and Report to the Community
- Oversee, write for and edit annual report
- Direct day-to-day social media activity
- Collaborate with other departments to create program-specific marketing campaigns
- Oversee, write for and edit regular e-newsletter with more than 7,600 subscribers
- Plan and lead issue-related campaigns
- Reinforce consistent brand identity design and messaging across all internal and external marketing and communications touchpoints
- Coordinate graphic design projects from other departments
- Oversee or implement website content changes as needed

Media Relations and External Affairs

- Develop an overarching public relations strategy based on issue campaigns, publications, and events
- Develop story ideas and draft media materials including pitches, press releases, briefing materials, and coverage reports
- Create general and pitch-specific media lists
- Monitor media mentions and update log of media clips
- Cultivate long-term media relationships to advance issue campaigns and public support
- Monitor the media and political landscape to stay current on relevant issues at local and national level
- Lead development of press releases, timely public statements on violence-related current events, talking points, and other communications materials
- Vet and coordinate requests for media interviews
- Act as agency spokesperson in media interviews as appropriate
- Represent Vera House at community meetings

Internal Communications

- Collate and draft weekly “News from ELT” (Executive Leadership Team) with timely updates for staff
- Compile and edit monthly Co-Executive Directors’ Report with all programmatic updates for staff, board and foundation
- Collaborate with foundation and board members on communications and marketing projects
- Participate on weekly and bimonthly internal leadership team meetings as appropriate (e.g., executive leadership, senior leadership)

QUALIFICATIONS

- Bachelor’s degree in related field preferred
- Thorough knowledge of domestic violence and sexual assault including elder abuse
- Ability to work effectively in crisis-oriented setting with diverse individuals
- Excellent project management skills
- Strong leadership skills
- Excellent speaking skills
- Strong planning, organizational, time management, and administrative skills
- Strong interpersonal, oral communication and written skills
- Strong experience with social media
- Strong proficiency Microsoft Office Suite
- Ability to work with, build and maintain positive relationships with fellow staff members, board members, and foundation trustees
- Ability to multitask
- Ability to work with diverse individuals
- Ability to solve complex problems and demonstrate critical thinking
- Ability to work independently
- Ability to adapt to demanding situations and work well under pressure
- Ability to work in a fast-paced environment
- Familiarity with the Central New York Community
- Sound fiscal management skills
- Appreciation and respect for other cultures and people of diverse backgrounds

- Understands and values racial equity as an organizational operating principle and is committed to continued learning on issues related to race, equity, diversity and inclusion

EXPERIENCE

- Minimum three years' experience in marketing preferred as well as experience in writing and public speaking

Salary range - \$56,000 to \$60,000 per year

Bilingual/bicultural candidates are encouraged to apply. Vera House is an Equal Opportunity Employer.

Interested candidates should submit a resume and cover letter to:

**Hiring Manager
Vera House, Inc.
723 James Street
Syracuse, NY 13203**

NO PHONE CALLS PLEASE