

Western Indiana Community Foundation

**Position Title:**

Director of Marketing and Communications

Reports To: Chief Executive Officer

FLSA Status: Exempt

Supervisory Responsibilities: None

To Apply: Send cover letter and resume to info@wicf-inc.org.

Join Western Indiana Community Foundation (WICF), an affiliate network of community foundations working together to lead change, improve lives, and lift communities through effective philanthropy. As a nonprofit organization we are the leading grantmaking organization in Western Indiana. WICF connects people who care with causes that matter through grantmaking, scholarships, community leadership and special project initiatives. The WICF service area represents Fountain and Vermillion counties.

Position Summary

WICF is looking for a director of marketing and communications who can assist with the creation and distribution of compelling written and visual content across all communication channels to inform, inspire, and engage prospects, donors, grantees, students, and other relevant audiences. The director of marketing and communications supports media relations activities and stays informed about sector trends while helping implement digital marketing, branding, and advertising plans.

Essential Job Functions

I. Administer organized, efficient, and impactful Marketing & Communication Programs – including but not limited to the following:

- Develop, write, outsource, edit, and implement high-quality branding materials, including advertisements, brochures, presentations, etc.

- Write and publish website and email newsletter content, producing fresh and appealing content.
- Manage and monitor social media platforms (Twitter, Instagram, Facebook), including content creation, publishing, and curation.
- Coordinate and implement media relations activities, including developing story ideas, creating, and submitting press materials, conducting check presentations, tracking coverage, and maintaining relationships with media representatives.
- Monitor and improve WICF's digital dashboard to capture communications performance metrics: website SEO data, events, digital campaigns, etc.
- Create and design visual graphics, including partnering with external designer, vendors, and creative agencies.
- Capture and edit photography and video from WICF events.
- Manage ongoing analysis of WICF marketing materials and ensure communications reflect a consistent design and tone, adhering to brand guidelines.
- Provide hands on support for events as needed.
- Perform other duties as assigned.

Essential Skills and Experience to be Successful

- Bachelor's degree or five years' equivalent experience in journalism, communications, marketing, or related field of study required.
- Demonstrated excellence in writing, proofreading, and editing.
- Creativity, research, and analytical skills.
- Proficient computer skills with applications including Adobe Creative Suite and Microsoft Office Suite required. Specific familiarity with WordPress, Canva, and video editing software a plus.
- Proficiency with email marketing, social media, website management, and visual design.
- Media relations and public relations experience strongly preferred.
- Ability to develop plans, set priorities, and implement overarching organizational strategies, as well as specific, targeted projects.
- Proven customer service ethic (internal and external) and high expectations for quality.

- Excellent attention to detail.
- Exceptional public speaking skills.
- Unwavering commitment to WICF values and mission.
- Ability to work well within a team environment.
- Familiarity with the field of philanthropy and nonprofit sector, or willingness to learn.

Physical Requirements

- The majority of job is located inside an office setting.
- Evening and weekend work is required when project delivery dictates.
- Regular use of keyboard.
- Consistent sitting for many hours at one time.
- Ability to lift up to 20 pounds, bend, and stoop.

Compensation

Salary is competitive. Benefits include paid time off for vacations and sickness and a monthly employee stipend.

This job description does not represent an inclusive list of all duties encompassed in this position, but rather serves as a tool to assist the employee in this position. The existence of this job description, or any other job description, does not in any way negate Western Indiana Community Foundation's "at will" employment status.