



Position Title: Marketing & Events Director

Department: Advancement

FLSA Status: Exempt

Schedule: Full-time

Reporting Relationship: Chief Advancement Officer

Position Overview:

The Port Chester Carver Center is seeking a committed individual who is flexible, organized and able to manage competing priorities effectively. Reporting to the Chief Advancement Officer, the Marketing Director develops a strategic marketing and communications framework for the Carver Center. The incumbent will refine and implement a clear and consistent branding strategy across its website, social media, and collateral.

Agency Wide Duties and Responsibilities:

- Support the mission, program philosophy and values of Port Chester Carver Center
- Support and facilitate positive interaction with others by exhibiting individual maturity, respect for others, a team-centered approach, maintenance of confidential information, and an appreciation of a multicultural workplace
- Comply with all policies and procedures as defined by the Employee Handbook

Position Specific Duties/Responsibilities:

- Partners with the Chief Advancement Officer on fundraising initiatives, events and special campaigns.

- Creates and executes strategic, goal-oriented campaigns and promotions for aquatics, fitness, learning programs, and other revenue streams in partnership with Carver Center Staff
- Stays abreast of innovations in design, multimedia, online social networking and branding.
- Executes a press strategy to elevate awareness, publicity for, and coverage of Carver Center programs.
- Builds and manages excellent interdepartmental relationships across the organization to ensure successful planning and execution of marketing of events and local activities.
- Develops a strategic marketing and communications framework for the Carver Center. Refines and implements a clear and consistent branding strategy across its website, social media, and collateral.

Position Qualifications:

- Bachelor's Degree in Marketing/Communications, or related field, Master's Degree preferred
- Minimum of 4 years of professional work experience preferred
- High degree of personal accountability with significant emphasis on internal and external customer service
- Outstanding written and oral communications skills
- Use of diplomacy, persuasiveness, and a confident consultancy style to guide stakeholders in supporting the most effective Marketing Communication strategies;
- Strong analytical, planning, and organizing skills
- Self-motivated, highly efficient, and strong attention to detail
- Proven experience creating, executing and managing marketing plans, budgets, and projects

Physical and Sensory Requirements:

- Able to perform physical activities such as, but not limited to, bending, sitting, and occasional travel to other Carver Center program sites and work-related meetings.

Acknowledgement:

The above statements are intended to describe the general nature and level of work being performed by a person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills or working conditions. This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Management has the right to revise this job description at any time.

This description does not create an employment contract, implied or otherwise, other than an 'at will' relationship.

By signing below, I acknowledge that I have read the job description and that I understand the explanation that was provided.

Employee Signature Date

Supervisor Signature Date

Candidates should submit their cover letter and resume to Britani Griffin at bgriffin@carvercenter.org.

For more information about Carver Center, visit the organization's website: www.carvercenter.org