



## **Marketing & Events Director, Carver Center**

**Port Chester, NY**

The Carver Center is the largest and longest-running community center in Port Chester, NY providing educational and recreational programs for families and individuals of all ages. Founded in 1943 as a small storefront afterschool program for children of wartime defense plant employees, Carver Center has grown to become a central community leader, providing essential services to children and families most in need. Specifically, Carver Center has experienced significant growth in operations over the past two years. Since 2016, it has effectively expanded service levels from 150 to approximately 600 students in its flagship afterschool program, creating an opportunity to realize new levels of impact and quality.

**Carver Center is capitalizing on this organizational growth and stability as it searches for a new Marketing & Events Director to communicate the organization's dynamic and compelling story to a diverse set of existing and potential stakeholders.**

Carver Center's mission is to build brighter futures by serving, educating, and empowering families within the Port Chester community. Service offerings include an afterschool program, a teen program, Saturday programming, summer camp, families services and food pantry, adult classes including a path to citizenship, senior activities, aquatics, and mindfulness/mental wellness. Carver Center programs and services are proven, engaging, and empowering and also embrace and promote cultural diversity. They accomplish this by serving each individual with compassion, commitment, and competency in an environment that is safe and nurturing for all.

### **The Position**

Under the **direct supervision of the Chief Executive Officer**, the Marketing & Events Director will be responsible for leading and managing Carver Center's marketing program.

Specifically, the Marketing & Events Director will have three major areas of focus:

1. Creating a **progressive and inspiring brand strategy** to grow brand awareness and ensure brand consistency
2. Developing a **360 multimedia marketing campaign** that will drive participation in Carver Center's offerings and support fundraising targets
3. Design and execute **special events and fundraisers**

**Responsibilities:**

- Create a compelling brand strategy to bring the Carver Center story to life.
- Develop a 360 multimedia campaign that is goal-oriented and will communicate Carver Center's offerings and impact to a diverse set of stakeholders.
- Enhance the existing design visual identity and develop brand guidelines to ensure consistent application.
- Design and execute special events and fundraisers, in partnership with the Chief Advancement Officer.
- Develop and execute a press strategy to elevate awareness, publicity for, and coverage of Carver Center offerings and fundraising initiatives.
- Develop and execute an internal communications plan to engage the staff and board of directors as well-informed, enthusiastic spokespeople for the organization.
- Evaluate and enhance the Carver Center website to drive traffic and conversion, leveraging Google Analytics.
- Manage and optimize Carver Center's social media channels, including Facebook, Instagram, LinkedIn and Twitter.
- Create an Annual Marketing & Communications Plan with specific Key Performance Indicators (KPI's), outlining goals and strategies for the year, drive its implementation and report on progress.
- Build and manage excellent interdepartmental relationships across the organization to ensure successful planning, coordination and execution of marketing initiatives.
- Oversee external consultants as needed, to ensure that high-quality work product is delivered on time and on budget.
- Coordinate effectively with all board members, especially the Chair of the Marketing committee, offering regular reporting and updates.

**Core Qualifications:**

- At least four years of experience in Marketing, Communications and Events, with at least three years of experience at the director level preferred.
- Demonstrated experience in design and execution of a marketing plan and brand strategy development.
- Experience in collaborating and coordinating with organization leadership to increase awareness and participation in programming and support fundraising targets.
- Up-to-date knowledge of social media strategies and execution; demonstrated effectiveness in using digital marketing and social media.
- Evidenced commitment to serving diverse families and children in need.
- Exceptional written and oral communication skills, supporting the ability to connect, inspire and persuade a variety of stakeholders.
- Strong analytical, planning and project management skills.
- Self-motivated, highly efficient, and strong attention to detail.

- Strong computer skills – proficiency in the full suite of Microsoft Office applications and knowledge of [marketing software/ technology]
- Experience in managing outside resources to deliver results on time and on budget.
- Experience in the nonprofit sector and/ or purpose-led marketing preferred.
- A Bachelor's Degree in Marketing, Communications or a relevant area, advanced degree preferred.
- Proficiency in Spanish preferred.

**At least two samples of example work products are required. Examples could include, but are not limited to, a marketing plan or strategy, communication pieces, a video/slideshow.**

### **Compensation**

Compensation range is expected between \$60,000 and \$70,000 based on experience. A competitive benefits package is provided, including health insurance, long-term disability, group life insurance, retirement matching program, dental, and vision.

**To Apply** Please send a cover letter, resume, and **two samples** of written work products to [gnocco@carvercenter.org](mailto:gnocco@carvercenter.org) with the position title in the subject line. Resumes will be reviewed on a rolling basis.

The Carver Center is an Equal Opportunity Employer that does not discriminate based on race, color, religion, sex, sexual orientation, gender identity and expression, national origin, age, marital status, disability, veteran status, genetic information, or any other basis protected by relevant national and state law.