



Director of Marketing and Communications

Job Description

ESSENTIAL FUNCTION

The Director of Marketing and Communications is responsible for planning, development, and implementation of all of Shelter, Inc's marketing strategies, communications, and public relations activities, both externally and internally. This role involves directing the efforts of the marketing and communications staff, currently consisting of one member, and coordinating with other functions of the organization at both strategic and tactical levels. The Director ensures that all marketing activities are aligned with the organization's goals and keeps the big picture in focus. Additionally, this position serves as the primary point of contact for all major internal and external relationships, acting as the eyes, ears, and mouth of the marketing team. The Director oversees major marketing campaigns, serves as the chief translator, navigator, and coach to the team, and participates in organization-wide strategic planning, evaluation, and professional development initiatives as a member of the executive management team. This position reports directly to the CEO.

SPECIFIC DUTIES

1. Develop and implement comprehensive marketing strategies to promote the organization's mission, programs, and services
2. Direct the efforts of the marketing and communications staff to ensure effective execution of marketing initiatives, but will also be responsible for creating material themselves at times
3. Coordinate with other functions of the organization to ensure alignment of marketing activities with organizational goals
4. Serve as the primary point of contact for major internal and external relationships, representing the marketing team
5. Oversee major marketing campaigns, including planning, execution, and evaluation
6. Act as the chief translator, navigator, and coach to the marketing team, providing guidance and support as needed
7. Participate in organization-wide strategic planning, evaluation, and professional development initiatives as a member of the executive management team
8. Keep abreast of industry trends, best practices, and emerging technologies in marketing and communications
9. Demonstrate commitment to Shelter, Inc's mission and values

RESPONSIBILITIES

1. The ability to motivate, lead and direct staff
2. Must be professional, organized, creative and efficient, able to work successfully both individually and as a part of a team
3. Must be able to not only manage a team to do the work, but at times will need to do the work themselves

4. Supervise staff
5. Be part of the Executive Leadership team at Shelter, Inc.

ACCOUNTABILITY

The Marketing and Communications Director shall be supervised by the Executive Director.

JOB QUALIFICATIONS

1. Bachelor's degree in marketing, communications, public relations, or related field (Master's degree preferred)
2. Proven experience in marketing and communications, with a focus on strategic planning and campaign management
3. Strong leadership skills, with the ability to direct and motivate a team
4. Excellent communication and interpersonal skills, with the ability to build and maintain relationships with internal and external stakeholders
5. Strategic thinker with the ability to keep the big picture in focus
6. Experience in the nonprofit sector, particularly in child welfare or social services, is preferred
7. Demonstrated commitment to and understanding of Shelter's mission, vision, and values
8. Must have a valid Illinois driver's license, automobile, and must submit proof of Illinois auto insurance.
9. Must complete a Medical and T.B. test. Must be fully vaccinated against COVID-19, according to the latest CDC guidelines
10. Must be fingerprinted by the State of Illinois and must submit to a full background check through the Illinois Department of Children and Family Services
11. Must submit official educational transcripts from the last school in which a degree was awarded.
12. Ability to lift 40 lbs.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this job, the employee is frequently required to sit; talk or hear; stand; walk; and use hands to handle or operate objects. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus.

WORK ENVIRONMENT

Shelter, Inc. is committed to providing safe, inclusive, and supportive resources for youth and families from all backgrounds and identities. We actively strive to create an environment that supports all employees, placing value in contributions from people from diverse backgrounds, and honoring all experiences, perspectives, and unique identities.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in the assigned facility, and occasionally in vehicles, meeting rooms both in the facility and at other agency sites.

CLASSIFICATION STATUS

This is an exempt position.

This position offers an exciting opportunity to make a meaningful impact on the lives of children and families in need. If you are a dynamic leader with a passion for marketing and communications, we encourage you to apply.

ABOUT SHELTER Since 1975, Shelter has been a leader in Chicagoland for providing the emotional and physical care, programs, and services that children need to build safer, healthier, and brighter futures. We are the only agency in the state of Illinois to provide fully comprehensive and community-based services for children and families at risk and in need. Our programs include emergency housing, transitional living, foster care, home visiting, and clinical support services. We are available 24 hours a day, 365 days a year. Shelter is committed to providing safe, inclusive, and supportive resources for youth and families from all backgrounds and identities.

SEND APPLICATION BY MAIL, FAX OR EMAIL

1616 N. Arlington Heights Road, Arlington Heights, IL 60004

FAX: 847.590.6184 • Email: pbrazil@shelter-inc.org

Application in [PDF format](#) • Application in [Microsoft Word format](#)

