



## Director, Marketing & Communications

Connect is a nonprofit working to elevate entrepreneurs by providing educational programming, expert advisors, quality introductions and access to capital. We help innovative companies thrive so they can transform their ideas into products and services that change lives and make a meaningful impact in the development of the San Diego region. We're on a mission to build a world-class innovation economy.

The full-time Director of Marketing & Communications is primarily responsible for managing all of Connect's branding, marketing, positioning, social media and broad range communications. In addition, this position will amplify the organization's events, ensuring that those interactions are reflected in the overall strategy and branding of our work. He/she will report directly to the COO and will work with the CEO and in partnership with all staff to create campaigns, messaging, and original content to support and promote Connect activities. This person will work with stakeholders, sponsors, clients, and internal staff to lead our marketing, design, positioning, social media and overall marcomm strategy. This person is also responsible for overseeing major marketing & communications projects such as website revamps, annual report generation, and the development and distribution of key collateral to support the ongoing work of the organization.

This position will be full-time remote with the expectation of local travel for programmatic events, and in-person team meetings.

### Primary Responsibilities

- Manage a high-level strategic communications plan to highlight the organization's work and impact
- Lead and oversee the development of all marketing and communications collateral including but not limited to an annual report, program one-pagers, sponsor materials as well as digital campaigns around key events, milestones, and fundraising efforts
- Support elevation of the organization's brand and reputation leveraging key channels including investors, industry leaders (inside and outside the region)
- Provide materials and support to empower our board of directors and their reach as supporters of the organization and as key individuals who can prospect additional supporters for the mission
- Manage, maintain and optimize our website in its current and future forms to serve as a primary asset of the organization
- Track & analyze available data to help drive decision-making and adjustments to strategy and execution based on performance and other engagement indicators
- Manage outside contractors for graphic design, public relations and web development
- Manage marketing & communications interns as well as support entry level staff in their professional development and expertise in marketing and design
- Provide writing, editing and design support for all outbound communications
- Work with partners and program sponsors to leverage marketing reach and attendance at signature events
- Direct and manage any investments in digital advertising, marketing or other campaigns in accordance with the overall marcomm strategy
- Identify marketing trends and local influencers that can amplify efforts
- Attend programmatic events to provide coverage for Connect marketing channels
- Perform other duties as required

## Skills, Knowledge and Abilities

- Excellent writing and storytelling skills
- Strong graphic design experience
- Positive, problem-solving attitude
- Strong social media experience
- Familiarity with startups and the innovation ecosystem in San Diego
- Ability to work independently, take initiative and move projects forward
- Strong organizational skills to set priorities and manage tasks to successful outcomes
- Capacity to manage multiple projects efficiently, change course as needed, and meet deadlines
- Team-oriented and focused on achieving department and organizational goals
- Excellent interpersonal skills, including verbal communication, professionalism, and integrity

## Education and Experience

- Bachelor's degree with 5 or more years of marketing & design experience
- WordPress, MailChimp and Canva experience preferred
- Sprout Social, Asana and Adobe Suite experience a plus
- Experience managing staff and interns a plus

## Physical Requirements

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 accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include but are not limited to: ability to be in a stationary position for an extended period of time, ability to move, operate a computer, communicate and converse with staff members and Connect guests, transport items up to 25 pounds, walking, sitting, bending, stooping, crouching, kneeling, reaching, typing, grasping, talking, hearing, lifting up to 30 pounds, pushing, and pulling. Depending on job tasks, physical demands may require extended periods of sitting, standing, and walking for extended lengths of time.

Total compensation includes a competitive base salary with a benefits package including unlimited/flexible PTO, full medical, dental, vision and 401k matching.

## Supporting Materials

As a person leading all angles of Connect's marketing and communications, we will need a sample portfolio of work that you have completed that will contribute to showcasing your talents. Examples of blogs, press releases, emails, graphic designs, social media posts, marketing campaign timelines, video content, promotional items, and anything that would be relevant to showcasing how one would be successful in transitioning to this role.

In addition to the above, please provide a resume, cover letter, and three professional references. All materials must be submitted to be considered. Position will remain open until filled.

If you have any questions, please email [tbraquet@connect.org](mailto:tbraquet@connect.org)