

# United States Jobs Expertini®

## Assistant Marketing Director

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Company: Dress for Success Triangle NC

Location: United States

Category: other-general

Dress for Success Triangle NC is seeking an assistant director of marketing and development to join our team. This leading mission-driven non-profit organization empowers women to achieve economic independence by providing a network of support, professional attire and development tools to help women thrive in work and life. The Triangle affiliate, one of 145 global affiliates of Dress for Success, was founded in 2008 and in just 16 years has empowered over 22,500 women during their career transitions. The Assistant Director of Marketing and Development reports to the Director of Development and directly supervises the Marketing Development Associate. This position leads all events for the affiliate to include a gala, fashion show, luncheon, donor and volunteer appreciation events and others as needed. The role, in collaboration with the Development Director, creates the overall marketing/communications plan and ensures that the plan is executed according to the corporate branding standards, marketing plan and timeline. The asst director is responsible for managing, teaching, mentoring, and coaching the individual in the marketing associate role.

**Position Description**

- **Event Management:**
  - o Responsible for fundraising, donor, & corporate partner events
  - § Create the project plan and timelines and communicate with all internal and external parties.
  - § Lead the event planning committees.
  - § Create meeting agendas, manage the event topic conversations, and track progress to goals.
  - § Responsible for meeting setup, committee invitations, and meeting summaries
  - § Responsible for event logistics to include:
    - § Source venues, vendors, and speakers
    - § Create the run of show and scripts.
    - § Perform preliminary and final walkthroughs, ensuring correct layout, AV setup and other required elements.
    - § Identify

volunteer needs and roles to include setup, tear down, registration; and work with volunteer coordinator to staff roles. § Manage event auctions. § Work with the auction team to source appropriate items § Create exciting marketing for auction. § Manage the volunteers and vendors who support the implementation of the auction (i.e., photographers, designers, printer) § Track auction winners, communication to winners and pickup of auction items § Manage the marketing/development position online auction deliverables.

- Brand Management:
  - o Create and manage marketing and communications plans.
  - o Balance the various team's requests with the overall affiliate marketing priorities.
  - o Create and manage public relations strategies. § Manage media relationships and coordinate staff and media interviews.
  - o Create talking points for staff to use for interviews or community facing events.
  - o Oversee the production of all marketing communications deliverables, ensuring that it meets all brand standards. § Source vendors for printing. Determine overall affiliate collateral material needs.
- Marketing & Communication Strategies
  - o Appeals, and fundraising communications: Work with the development director and the marketing/development associate to implement donor communications. § Support implementation of on-going donor communications, focusing on the design, branding, and messaging of the Development Director's content. § Coordinate the annual appeal with the Development Director.
  - o Client communications: Work with client service team and the marketing/development associate to implement client communication strategies. § Manage implementation of program messaging for website and webinar platform § Manage regular client, referral partner and informational emails. § Manage all print production for client services.
  - o Boutique Sales: Work with the boutique sales manager and the marketing/development associate to implement sales strategies. § Partner with the sales manager to develop promotional plans, timelines, and deliverables. § Lead the marketing and PR of boutique sales annually in Durham and Raleigh. § Create marketing opportunities including photoshoots and creating lookbooks.
  - o Volunteer, Donation Center: Partner with the respective manager to determine marketing opportunities and the marketing/development associated to execute them. § Provide general marketing support to the Volunteer and Donation Center § Manage the delivery of newsletters in conjunction with the respective managers.
- Management of the marketing and development the marketing associate
  - o Ensure that the marketing communications are delivered across all platforms accurately, timely and consistent with the organization's voice and values.
  - o Ensure that the designs and content are reflective of the diverse population we serve

and the diverse audiences we reach.

- o Ensure deadlines and deliverables are achieved.
- o Ensure event communications and post event surveys are completed.
- o Ensure the online sales deliverables are completed as assigned.

The following skills are required to be successful in this role:

- At least five years marketing and communications experience.
- Experience developing and managing a strategic marketing plan.
- Experience managing events.
- Experience managing a team.

Additional nice to have:

- A bachelor's degree in marketing, communications, or a related field.
- Non-profit experience

Skills and talents needed for this role so that you can thrive and make an impact:

- Organization and workload management so that deadlines are met, and work is completed at a high level of quality.
- Excellent planning skills.
- Leadership and management skills.
- Effective communication skills.
- Strength in digital strategy, including website, search engine optimization, and social media.
- Strategic thinker.
- Excellent writing and editing skills.
- Collaborative working style.
- Creative thinking and ability to convert ideas into actionable plans.
- Attention to detail.
- Ability to work independently.
- Strong interpersonal skills.
- Data driven decision maker.
- Proficiency in marketing tools and technologies, Salesforce, OneCause, SquareSpace, Active Campaign, Crowdcast, Canva or similar software systems and/or a demonstrated ability to learn new software quickly.
- Desire to deliver excellent work product and results.
- Commitment to the mission

We offer a competitive salary at \$61,500, two weeks paid vacation, 10+2 floating holidays, paid sick time, health insurance and retirement plan. Hybrid work model allowing for flexibility between working in-office and from home. To be considered, please submit a resume and cover letter to: [success@dfstrianglenc.org](mailto:success@dfstrianglenc.org) Finalists will be asked to submit examples of their personal work product and references.

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