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Proposal for Director of Marketing and Communications

A job description for TFL Director of Marketing and Communications

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# Summary of Proposal

This proposal is to better define the position Director of Marketing and Communications and to organize and utilize the resources (including time) to accomplish the mission of TFL.

# Summary of Responsibilities and Objectives

## Responsibilities

* Establish and drive a multi-channel communications strategy.
* Prepare and manage all communications material.
* Develop brand voice and maintain brand integrity across all platforms.
* Manage media relations and develop contacts with media members, influencers, and community leaders.
* Lead a team of communication, marketing, and design professionals.
* Track engagement across various platforms and make data-driven decisions.
* Manage presence at industry events and conferences.
* Create budget for communications team and ensure compliance.

**Qualifications / Skills:**

* Demonstrated knowledge and proficiency with communications technologies
* Familiarity with social media platforms and social media marketing
* Experience with search engine marketing, Google Analytics, and Google AdWords
* Proven track record of organizing and executing a national voice strategy
* Excellent verbal communication and presentation skills

**Education and Experience Requirements:**

* 5-plus years of communications, marketing or public relations or related experience
* Experience managing digital content
* Proficiency with Microsoft Office (Excel, PowerPoint, Word)
* Developed relationships with national media
* Assertive, articulate, and confident in presenting and defending your vision and strategy

## Objectives

The Director of Marketing and Communications shall maintain and seek growth in communication reach and effectiveness, including TFL messaging, as well as written, emailed, website, and social media content. This will include maintaining a numerical account of communication reach (i.e. website visits, Facebook engagement, Twitter followers, etc.) and a working calendar of completed and ongoing projects. The goal of this position is to increase the reach of TFL communications to a national level.

Reporting & Measurables

The Director of Marketing and Communications will include maintaining a numerical account of communication reach (i.e. website visits, Facebook engagement, Twitter followers, etc.) and a working calendar of completed and ongoing projects.

# Schedule & Availability

The Director of Marketing and Communications is a full-time position with broad work requirements including occasional weekends and nights as needed based on the news of the day and the priorities of TFL.