



POSITION DESCRIPTION

Director of Marketing + Community Relations

East Tennessee Foundation (the Foundation/ETF) is a nonprofit, 501(c)(3) community foundation serving 25 counties in East Tennessee. Created by and for the people of East Tennessee, its mission is to provide philanthropic leadership inspiring donors to make lives better and communities stronger in enduring ways across generations. Governed by a volunteer board of directors, the Foundation has more than 450 charitable funds and eight supporting organizations, total assets over \$500 million, and is nearing \$400 million in total grants awarded since it was established in 1986.

Position Summary:

The Director of Marketing + Community Relations develops and implements marketing plans, communications materials, and public and community relations strategies for the Foundation. The position elevates the brand of the Foundation through effective multi-platform storytelling that brings to life the organization's mission, vision, goals, and impact. The Director of Marketing + Community Relations reports to the President + Chief Executive Officer (CEO) and works collaboratively with the entire Foundation team.

Responsibilities:

- Create and implement marketing and community relations plans and strategies that advance the organization's goals, position the Foundation as a philanthropic leader, and deepen brand affinity and engagement with key audiences.
- Evaluate, select, supervise, and serve as a point of contact for communication-related vendors.
- Create, write, and oversee production of marketing and community relations materials (website content, email marketing, social media, donor relations materials, affiliate fund brochures, annual reports, etc.) and ensure brand consistency across all platforms. Integrate new communication vehicles, materials, and outlets as needed.
- Implement data driven decisions to evaluate, improve, and evolve the Foundation's content, marketing, and digital strategies.
- Work with the President + CEO and leadership team to develop a media strategy that will proactively promote the Foundation's profile, work, and thought leadership in the community. Work includes drafting press releases and opinion editorials, copywriting, copyediting, pitching, release distribution, and relationship management with reporters and news outlets.
- Work with the team to develop compelling content and stories that illustrate the Foundation's unique role in the 25-county region.

- Identify engagement opportunities that include both traditional and social media, speaking opportunities, and other brand-building activities.
- Prepare executives and other team members for speaking engagements and public appearances.
- Support effective and collaborative internal communications.
- Advise and support management of communications budget.
- Develop, plan, and implement special events to advance organization's goals.
- Undertake other duties as appropriate to support the work of the Foundation.

Qualifications and Experience:

A minimum of 5 years of experience in communications, media, or marketing – ideally inclusive of a focus on public interest within nonprofit, philanthropic, or public sector environments. Minimum of a bachelor's degree in communications, marketing, public relations, journalism, English, or related field. The successful applicant's education and experience must offer both the credibility and the preparation needed to work independently, accurately, efficiently, and creatively.

- Advanced, highly effective, and creative verbal and written communication skills.
- Ability to produce well-organized and articulate materials, content, reports, publications, presentations, and correspondence.
- Capacity to translate complex information in a clear, concise, and user-friendly manner.
- Knowledge base in media and community relations.
- Strong digital communications and social media skills.
- Excellent organizational skills including attention to detail and ability to follow through.
- Demonstrated emotional intelligence and discerning judgement.
- Advanced interpersonal skills to work well as a Foundation team member and to interact with the Foundation's many constituencies in a manner that builds trust, commitment, and a shared mission.
- Technical ability to ensure comfort with computer applications, such as Microsoft Office, Microsoft Outlook, donor database software, communication platforms and tools, email, and the Internet.
- Graphic design skills preferred.

Other Requirements

This position functions in an office environment and requires some local and/or regional travel. Must be available for occasional evening and/or weekend work hours.

This position is available immediately. The search will remain open, however, until the appropriate candidate is identified. The Foundation offers an excellent salary and a comprehensive benefits package, including health insurance, long-term disability insurance, and a retirement plan.

A résumé, cover letter, and list of references should be addressed to:
Dr. Keith Barber
East Tennessee Foundation
520 W. Summit Hill Drive, Suite 1101
Knoxville, TN 37902
Email to: dphillips@etf.org

Please, no telephone calls or faxes.

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