



## **POSITION ANNOUNCEMENT: DIRECTOR OF COMMUNICATIONS & MARKETING**

### **Position Overview**

MyPath is seeking an experienced Communications Director who will set and guide the strategy for all communications and marketing efforts, plan activities and build external relationships with the organization's constituencies which include funders, media, credit unions, financial institutions, municipal partners, youth workforce agencies, policy groups, and national intermediaries. The Director will increase the visibility of MyPath's unique work as well as produce succinct messaging for specific diverse audiences.

This role has a heavy emphasis on brand management and is responsible for all external communications and marketing, including public relations, collateral, newsletters, social media and ensuring the website consistently represents the mission of MyPath. A critical role of this position will be to take and transform our organization's knowledge and lessons learned into exciting and useful messages and disseminate it to appropriate audiences through the effective distribution channels.

This is an exciting opportunity as MyPath has powerful youth success stories; strong data and proven outcomes. In 2018, MyPath will be launching new brand positioning and messaging to reflect our expanded models, and this position will be crucial to execute and sustain this new direction. The Communications Director is a full time, exempt position and reports to the Founding Executive Director. Based in San Francisco's Mission District, travel within the Bay Area, as well as nationally will be required to showcase our work.

The ideal candidate has at least 8 years of communications experience, preferably in an "in-house" communications leadership role within a national nonprofit entity. While this position is a leadership position, we are looking for a prolific and skillful writer with the ability to distill financial policy and concepts. This position is right for someone who loves producing a high volume of content and can manage a high cadence of quality communications activities with limited support. The Director will hire and supervise the Senior Development Manager, whose main focus is fund development and will also provide support for specific communications and marketing activities.

### **Responsibilities:**

#### Communications Strategy

- Lead brand strategy revision that clearly articulates the organization's mission, values and vision
- Assist in training of staff, board, and volunteers on MyPath's enhanced brand strategy, including uniform organization messaging, providing communications support and tools
- Lead and manage a new website redesign process following rebrand; this will include soliciting feedback from current partners and other key stakeholders, and working with an external consultant to design and create the new website. Identify and manage tools such as SEO to grow website traffic and conversions.

- Work to identify, suggest, execute, and maintain efficiencies and integrations in digital communications, including interface with development database (Salesforce). Create and manage a social media communications strategy, including content for social media and website
- Own the annual PR and messaging strategy and manage all press relationships
- Regular review of overall messaging to reflect our policy, program initiatives, and models, and stay relevant

#### Brand & Communications Guidelines and Tools

- Develop and execute uniform brand guidelines, tools and templates
- Serve as primary internal brand steward, maintaining and informing staff, consultants, and volunteers around templates, style sheets, preferred language, and industry best-practices
- Assist in onboarding and training of staff, board, and volunteers on MyPath brand materials

#### Marketing Campaigns and Company Calendar

- Production, dissemination and maintenance of online and print marketing materials (including talking points, pitch decks, articles, and speeches), as well as videos
- Content and timeline for quarterly e-newsletters
- Design an annual report, and Year End Appeal
- Manage RFP and selection process for consultants and vendors to support MyPath's marketing and communications initiatives
- Manage all organization events, including city launch events, funder events, 10 year anniversary event, annual galas, etc.

#### Public Relations

- Work with colleagues across departments to capture engaging youth stories, photos and video content to diverse audiences
- Collaborate with the Program team in targeted external communications designed to boost program awareness, recruitment, and support.
- Implement and evaluate the annual communications plan across the network's discreet audiences; put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Secure press coverage of all MyPath activities by developing relationships with reporters and pitching; serve as primary press contact for local and national media requests; cultivate and maintain a robust network of contacts with financial capability journalists

#### Qualifications:

- 7-10 years of experience in public relations, marketing, communications, and/or fund development
- High energy, maturity, and leadership with the ability to serve as a resource across the organization and to position communications discussions at both the strategic and tactical levels
- Demonstrated excellent writing and communications skills
- Sincere commitment to work collaboratively with all constituent groups, including staff, board

members, volunteers, donors, program participants, and other supporters

- Ability to tell complex, nuanced stories succinctly and with passion
- Powerful, dynamic writer and storyteller; sophisticated and discerning editor
- Experience managing and building efficient communications and marketing systems in a growing nonprofit, and processes that effectively engage multiple staff in producing quality end products in a timely manner
- Knowledge of communications software, InDesign, Illustrator, and Photoshop strongly preferred
- Digital expertise includes familiarity with digital analytics, including website, social media platforms, advertising tools, and SEM
- Public Relations agency background and/or PR experience a plus
- Self-starter, motivated, and able to take initiative in all situations; ability to function effectively in a fast paced environment
- Strong written and verbal skills, attention to detail and organizational skills
- Ability to drive projects to completion independently and as part of a team
- Experience in financial capability, youth employment programs and youth development a plus

### **How to Apply:**

Submit a resume with a cover letter describing your philosophy and approach to writing and/or communications to Carolyn Hodge, Roccam Recruiting, [carolyn@roccamrecruiting.com](mailto:carolyn@roccamrecruiting.com) You will also be asked to provide a shared link to a cloud file folder with work samples including:

- A comprehensive, extensive document such as an annual marketing/communications plan, capital campaign case presentation, brand guide, strategic plan communications segment
- Special feature article, award nomination, or short case statement
- 2-3 press releases, 2-3 newsletters
- Link to website/web pages copy written by candidate
- 5-6 examples of social media posts across a variety of platforms (Facebook, Twitter, Instagram, etc.)

### **About MyPath**

MyPath's vision is that every youth and young adult in this country has the chance to make their first paycheck not just about income, but lasting economic security. We build strong foundations for upward economic mobility by connecting working youth growing up in low-income communities with opportunities to bank and build savings, credit and financial confidence. MyPath began as a youth banking and financial education initiative at a San Francisco Mission District credit union. Over the past 10 years MyPath has grown to partner nationally with credit unions, municipalities, and youth employment programs in 13 locations, providing technical assistance, youth-driven financial capability tools/resources/curriculum, and a robust technology platform which enables 6,500 youth and young adults every year to bank, save, and build their credit and financial confidence. MyPath youth have already collectively saved over 2.5 million dollars.

Our Youth Banking Standards policy initiative has been highlighted by the NCUA, the FDIC, the Consumer Financial Protection Bureau, and Aspen Institute; our tested models, results and best practices have been published by the Federal Reserve Bank of San Francisco, the Journal of Consumer Affairs and the Consumer Financial Protection Bureau. To learn more about MyPath, visit us at [MyPathUS.org](http://MyPathUS.org).

