



Nurturing children. Strengthening families.
Building community.

JOB DESCRIPTION

JOB TITLE: DIRECTOR OF MARKETING & COMMUNICATION

STATUS: Full-Time Exempt

Reports To: Chief Executive Officer (CEO)

Date: February 2026

Direct Reports: Marketing & Development Associate
PR Agency – Capture (Contractor)

The Director of Marketing & Communication is responsible for building a comprehensive marketing and communication plan, collateral, digital media strategy, and managing the day-to-day marketing and communication needs of Imprints Cares. This position will manage the planning and implementation of marketing and branding efforts and be a significant contributor to grant research, writing and reporting processes. As a member of the Imprints Cares Leadership team, this position will focus on increasing brand awareness, executing high quality and consistent communications for the Agency's programs and supporting the fundraising activities of the Chief Development Officer (CDO).

ESSENTIAL DUTIES AND RESPONSIBILITIES:

MARKETING:

- Develop, implement, and evaluate marketing strategies across Imprints Cares multiple audiences.
- Lead Imprints Cares marketing strategy to drive engagement.
- Evaluate strategies for new marketing and outreach opportunities and follow through with the appropriate execution of these strategies.
- Lead and manage special events, e.g. Let's Get Quizzical, for the Agency.
- Manages volunteer program; recruits, trains, engages, and recognizes individual volunteers and groups. Provides on-site guidance for work groups and individuals, and volunteer led events.
- Serve as a spokesperson for Imprints Cares; actively engages, cultivates, and manages media relationships.

COMMUNICATIONS:

- In collaboration with the CEO, develop a comprehensive communications strategy.
- Oversee the Imprints Cares brand in all communications.
- Design, create and maintain content for all online platforms, to include websites and social media.
- Build and maintain high quality, frequent and consistent communications for all Agency programs.
- Produce the annual Impact report.

DEVELOPMENT:

- Research new contributed revenue sources including local, state, and national grant opportunities.
- In collaboration with the CDO, lead the grant application process from research through submittal and then perform the grant reporting for compliance.
- Support and assist the Development team in the acquisition and cultivation of donors, both individually and institutionally.
- Commitment to accountability, measuring outcomes, creating data-driven and results-oriented processes for the Development team.

GENERAL:

- Excellent project manager with demonstrated experience in completing projects on time and on budget.
- Strong interpersonal communications skills.
- Team player, with a willingness toward continual learning and professional development.
- Advocates the mission of Imprints Cares and represents the organization in a professional manner.
- Adheres to Imprints Cares policies and procedures.

MINIMUM QUALIFICATIONS:

Bachelor's degree in marketing, communications, graphic design or related field; Master's degree preferred.

5 years' experience in marketing with experience in both digital marketing and nonprofit fundraising or programming preferred.

Demonstrated ability to write and develop creative content which targets and appeals to a variety of audiences.

Grant writing experience preferred.

Knowledge of and skills in writing succinctly with excellent grammar, spelling and proof-reading.

Able to work independently with strong time management skills; managing multiple projects and reporting deadlines.

Proficient in working with marketing and design software and donor database software (Bloomerang preferred). Wix and Wix Studio experience is preferred for the creation and maintenance of websites.