

Foundation of Hope For Research and Treatment of Mental Illness

Position Description: Marketing and Communications Director

The Foundation of Hope for Research and Treatment of Mental Illness is a 501(c)(3) nonprofit organization established in Raleigh, North Carolina, in 1984. Our unique mission is to conquer mental illness by investing in groundbreaking scientific research and mental health initiatives. The Foundation of Hope is committed to raising community awareness and supporting effective treatment programs.

For the last 40 years, the Foundation has provided seed funding to advance mental illness research at the UNC-Chapel Hill Department of Psychiatry, spearheading countless opportunities that have had tremendous impact.

Position Overview:

The Foundation of Hope is seeking a full-time Marketing and Communications Director who will be joining a group of colleagues in an environment where teamwork, communication, efficiency, and organization are critical. As a key member of the team, the Marketing and Communications Director must be an exceptional communicator and organizer dedicated to helping advance the Foundation's mission by crafting and executing a strategic and creative communication and marketing plan focused on increased community engagement and greater awareness of the Foundation's impact.

Fundamental to the position is supporting the Foundation's fundraising activities with marketing and communications efforts. The successful candidate must also have experience executing large-scale special fundraising events and will work with Foundation staff as a coordinator of the annual September Evening of Hope/Igniting Hope gala events. This position will contribute significantly to meaningful and impactful events that garner positive PR and brand awareness, foster strong community relations, increase revenue and donor loyalty, and introduce new supporters to our mission.

The position requires compassion for people suffering with mental illnesses and a willingness to become well-versed and comfortable speaking and writing thoughtfully about mental illness with sensitivity.

The role's two principal areas of responsibility are:

Marketing and Communications (70%) - The Marketing and Communications Director will oversee the marketing and communications plan and implement a sound marketing strategy to build strong channels of internal and external communication. The Marketing and Communications Director collaborates closely with the Foundation's Associate Executive Director, Executive Director, and contract marketing partners to create and execute heartfelt and compelling marketing, communications, and branding strategies to improve overall communications.

Event Coordination (30%) - The Marketing and Communications Director will work with Foundation staff and be a coordinator of the Evening of Hope & Igniting Hope gala events, the organization's second largest fundraisers. Held each September on back-to-back nights, these events require exceptional attention to detail, the ability to coordinate vendors and volunteers, gracious interaction with donors, and expertise in managing and organizing large-scale events from start to finish. The Marketing and Communications Director will also assist as needed with planning other Foundation events throughout the year, including the annual Walk for Hope, Run & Festival each October.

Position Functions:

Summary of Tasks and Responsibilities for Marketing and Communications (70%)

- Works closely with the Foundation's Associate Executive Director, Executive Director, and marketing partners to create and implement overall marketing, communications plan, and strategy.
- Maintain the Foundation of Hope's corporate image and identity to ensure brand standards, including the use of logos, signage, and messaging.
- Manage the daily operations of marketing and communications, leading efforts to create and manage execution of timelines, print/online ads, website updates, collateral material, signage, and other promotional materials.
- Manage sponsorship fulfillment regarding print or digital benefit requirements.
- Develop an annual marketing proposal for Foundation staff and implement annual digital and print promotional campaigns.
- Lead and implement the Foundation's online presence on all social media platforms, working closely with marketing partners, including assisting with multiple paid campaigns throughout the year.
- Oversee, update, and manage all aspects of the website.
- Help manage relationships with graphics production and print vendors.
- Assist with the design and development of annual creative marketing materials, including for fundraising events.
- Assist with the production of videos for internal and external use.
- Serve as media liaison and spokesperson when necessary and develop strategies for media coverage, especially regarding advocacy efforts.
- Become familiar with technical aspects of the donor payment platform, and navigate the current etapestry database software to support the data team with operations when needed.

Summary of Tasks and Responsibilities for Event Coordination (30%)

- Help plan, direct, and execute the Evening of Hope & Igniting Hope events in conjunction with the Associate Executive Director and Foundation staff.
- Develop and maintain strong relationships with existing and new vendors, sponsors, Board members, Walk Managers, Walk Team Captains, volunteers, and other key event stakeholders.
- Serve as liaison with event software companies and oversee registration and event promotions.
- Assist with the development of concepts, themes, and formats for major Foundation events that engage supporters, increase brand awareness, and grow revenue.
- Negotiate with venues, consultants, and vendors to secure rates that enhance budgets.
- Manage consultants and vendors before and during the event to ensure flawless efficiency.
- Inform and update staff members and other involved parties throughout the event cycle.
- Work with the Foundation's Volunteer Manager to secure, engage, and support event volunteers leading up to and on the event day.
- Attend all Foundation events, potentially acting as on-site contact for venue and service providers to provide leadership and guidance.

Qualifications:

- Demonstrate a strong work ethic and a polished, professional demeanor.
- Function independently but also successfully collaborate as part of an established team in a small, friendly office environment.
- Enthusiasm, adaptability, and commitment to excellence.
- Superb written and oral communication skills, including storytelling capabilities.
- Strong attention to detail and excellent organizational, project management, and time management skills.
- Proactive and willing to take the initiative, including the ability to take ownership of projects.
- Ability to communicate professionally and effectively with donors, sponsors, volunteers, and other supporters.
- Event management experience with proven success in event planning and coordination, including running large-scale, high-end events with significant moving parts.

- Technically savvy and website management expertise.
- Strong knowledge and expertise in all Microsoft Office products; experience with other software, hardware, databases, etc., is a plus.
- Graphic design skills and experience with creative programs like Photoshop, InDesign, and Canva are a significant plus.

Required Education and Experience:

- Bachelor's degree in communication, marketing, or similar field.
- Candidate must possess the professional skills gained through a minimum of 3 to 5 years of work experience in the field, with focuses on digital and print marketing, website management, media relations, social media management, content creation, events, and fundraising strategy for these areas, preferred.

Schedule and Work Environment:

The Marketing and Communications Director role is office-based in Raleigh, North Carolina. Work hours span Monday through Friday and occasionally include evening or weekend hours as scheduled and as needed, but advance notice will be provided. No significant environmental factors affect this role (temperature, noise, materials) except for fundraising and donor stewardship events, which may be outdoors.

Due to the nature of our large-scale events and the physical demands that are typically required, including during set-up and breakdown, applicant must be able to lift up to 30 pounds frequently, including bending, reaching and/or carrying objects over medium distances, and have the physical ability and stamina to do the same safely.

Pay and Benefits:

This is a full-time position, with a salary range of \$50,000-\$60,000. The Foundation of Hope offers a generous benefits package, including PTO, paid holidays, extended leave options, a health reimbursement program, and more.

To Apply:

Send resume and cover letter with the subject line "Marketing and Communications Director "to Shelley Belk, Foundation of Hope Executive Director, at shelley@walkforhope.com. Applications will be reviewed on a rolling basis until the position is filled.

The job description is intended to provide general information about the position. It is not an employment contract, so the responsibilities, duties, and requirements of this position may change. The Foundation, at its discretion, may alter this job description at any time with or without notice. Visit <https://walkforhope.com> for more information about the Foundation of Hope.