



Title: Director of Marketing & Community Engagement  
Direct Supervisor: Executive Director  
FSLA Status: Exempt  
Salary Level: 12  
Updated July, 2022

**Job overview:** The full-time position reports to the Executive Director and is responsible for the development and implementation of wide-ranging systems building work, including a public engagement campaign, multi-stakeholder team to support early childhood systems building and alignment, special events management, and assistance with fund development.

**Description of Responsibilities:**

To raise awareness about the Partnership's programs, services, and mission and, ultimately, to support early childhood systems building and alignment through open and frequent communication, the Director of Marketing & Community Engagement will convene community stakeholders to educate and raise awareness about brain growth and development, systems building with communities of practice, advocacy, the current state of early care and education, and the importance of building and sustaining an affordable, comprehensive, continuously improving, high quality system of early learning education.

The position will collaborate with local educational, faith, business, civic, social, and health agencies or organizations to: a) increase the awareness of available Partnership services and resources; b) develop a consistent and persistent message to the community and its families to help them envision a better future through education and healthy lifestyles; c) increase community awareness and active involvement concerning the importance of early learning, literacy and other issues affecting young children and their families; d) foster a positive, action-oriented climate among stakeholders to allow for shared visions, goals, decision-making and improvements in the county's overall understanding of and commitment to early childhood as the foundation for future learning and success.

The position will plan, execute, and engage in a variety of outreach activities to include (but not limited to):

1. Serve as Project Manager for Randolph ChAMPS, a multi-stakeholder team in Randolph County in order to build capacity for the early childhood system in our county.
2. Plan and manage special events, e.g., annual meeting, Gala for the Children, etc.
3. Represent the Partnership at community events throughout the county.
4. Plan and coordinate 4 noon-time forums on issues related to early education and children ages 0-5.
5. Develop, edit, and write the Partnership's monthly Sidewalk Chalk, quarterly Champions newsletters.
6. Write and coordinate production of an annual report.
7. Facilitate intentional, ongoing collection of stories showcasing the impact of Partnership programs and services and maintain a story bank to help inform donors and others of wins in the Partnership's mission.
8. Develop brochures, maintains supply, and identify locations to display materials. Maintain displays at all sites.

9. Review and monitor the quality of major communication documents, especially those with external audiences. Provide assistance to maintain the integrity of the Partnership brand and to make messages effective.
10. Supervise public relations contractors, e.g., graphic designers, printers, etc.
11. Write and follow a written plan for press and electronic media opportunities.
12. Research and identify marketing opportunities to collaborate with other organizations and sectors.
13. Update and maintain media contact list.
14. Maintain the website with an eye to fresh content, timely information, etc.
15. Design and conduct community opinion surveys in collaboration with the Program & Evaluation Coordinator.
16. Develop an annual activity plan for public education and prepare and submit a mid-year and annual data report of the activity.
17. Assist in maintaining donor files and ensure donors receive relevant, timely information and updates to sustain their interest and commitment.
18. Assist with grant proposals and research funding sources as much as possible.
19. Provide staff support to specific board committees.

**Knowledge and Skills Required:**

Bachelor's degree in Marketing, Communications, or related field with five years of experience in a non-profit organization, preferably related to children and families. Must have strong interpersonal, organizational and communication skills. Excellent computer proficiency. Fluent and fluid mastery of social media platforms. Attention to detail and systems for tracking that detail. Accomplished at juggling multiple tasks, priorities and deadlines. Comfort and basic skills in constructing spreadsheets. Comfort and understanding of budgets (some training can be provided, if needed).

Prefer candidate with prior communications/marketing/special events management, fund development background, and community engagement experience. Experience with advocacy and children a plus. Effective personal/working relationships with relevant early childhood system organizations and individuals is highly desirable.

Must have a valid NC driver's license and access to personal transportation for off-site meetings, etc.

**Physical demand required:**

The physical demands of this position include occasional requirements to lift up to 40 pounds. Often required to sit, stand, walk, and kneel.

**To Apply:** Visit <https://randolphkids.org/about-us/job-vacancies/> and download an application, then submit your completed application, cover letter, and resume to:

**Randolph Partnership for Children  
349 Sunset Ave.  
Asheboro, NC 27203**

or email documents to [info@randolphkids.org](mailto:info@randolphkids.org)