



TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

MARKETING AND COMMUNICATIONS DIRECTOR

JOB TITLE: Marketing and Communications Director

DEPARTMENT: Marketing

REPORTS TO: President & CEO

STATUS: Full-Time (40 hours per week)

CLASSIFICATION: Exempt

WORK HOURS: Monday-Friday regular business hours with flexibility for events or projects

ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. Through safe, grace-based environments and one-to-one mentoring, teens build healthy relationships, better coping skills and a sense of purpose rooted in the living hope of Jesus, unleashing untold potential in themselves and their communities. TreeHouse staff are grounded in the core values of GRACE (Growth, Relationships, Authenticity, Community, Empowerment) that determine how we build relationships with donors, partners, volunteers, fellow staff, and teens. TreeHouse serves over 3,000 teens annually across 7 states and is growing to lead the nation in ending hopelessness among teens.

GENERAL TREEHOUSE STAFF REQUIREMENT

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture and by participating in a fellowship of believers for spiritual enrichment, encouragement, support, and accountability.

JOB SUMMARY

The Marketing & Communications Director will partner closely as a strategic and tactical advisor with TreeHouse senior leadership. This role will support TreeHouse's brand, reputation and revenue goals by developing and executing strategic marketing and communication plans to inform, educate, inspire, and engage current and potential stakeholders in partnership with the President & CEO, internal departments, external communications, events partners and board members.

ESSENTIAL JOB FUNCTIONS

Planning & Strategy: 25%

- Create strategic integrated marketing plans informed by data, audience and category insights
- Create strategic integrated communications plans informed by data, audience, donor development trends, and fundraising events and campaigns
- Provide integrated marketing consult to internal partners on an ongoing basis with a strong ability to influence, build consensus and move into action

Execution & Project Management: 75%

- Execute and manage plans on time and on budget. This includes content development and syndication through a variety of donor-facing channels, promotion of events, managing timelines, providing progress updates to internal and external partners, and measuring the efficacy of the work based on specific goals
- Support content creation such as newsletters, impact reports, donor impact stories, donor recognition materials, emails and social media copy
- Seek appropriate approvals from internal and external partners on strategic and tactical marketing elements when needed
- Provide ongoing updates to senior leadership and events & communications partners on progress of the work and proactively raise concerns and challenges, along with solutions.
- Supervision of in-house Graphic Designer position.

QUALIFICATIONS

- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- Commitment to the Vision, Mission, and Core Values of TreeHouse
- Bachelor's degree in marketing, communications or related field or equivalent combination of education and/or work experience
- 5+ plus years of work experience in a marketing-focused role, such as, copywriting, marketing and communications; nonprofit experience a plus
- 3+ years of experience in leadership role(s) managing direct reports
- Commitment to equity, agility, transparency, and collaboration
- Ability to develop and execute strategic integrated marketing plans and tactics, grounded in audience and category insights
- Ability to provide integrated marketing consult to internal and external partners at various levels

- Understanding of social media platforms, google ads, CRM software, Salesforce and how to apply data learnings
- Demonstrate excellent written and verbal communication skills with the ability to influence others
- High collaboration across the organization and ability to build trust-based relationships
- Strong listener, dedicated to understanding the needs of internal and external partners, community, donors, board members and senior leadership
- Strong project management skills
- Ability to strategically shift in the midst of change and new learnings
- Develop and execute efficient and collaborative processes
- Approach challenges with a solution mindset
- Leverage marketing, creative and donor communications trends