



Maine Community Foundation Job Posting Position: Senior Director, Marketing & Communications

Who We Are

Founded in 1983, the Maine Community Foundation (MaineCF) brings people and resources together to build a better Maine through strategic giving, community leadership, personalized service, local expertise, and strategic investments. In 2022, we embarked on a bold new strategic plan to build on our four decades of experience driving generational impact across Maine.

As the second-largest foundation in Maine, we are proud to have a presence in every county. Our main office is in Ellsworth, but we also have a second office in Portland, and satellite locations throughout the state. With 48 employees serving in the areas of philanthropy, programs and grantmaking services, communications, finance, investments, and operations, our staff provides personalized service, community leadership, and a deep understanding of local issues. We are deeply committed to equity and expect all staff to use equity to inform their work with us. Our staff members bring incredible experience to the foundation, are highly skilled, dedicated to collaboration and community, and determined to help make positive change in Maine.

As we enter an exciting new chapter in MaineCF's history, we are looking for talented, passionate people to join our team. To learn more about who we are and what we do, visit our website at <https://www.mainecef.org/>

Position Summary

This is an exciting opportunity for someone with an entrepreneurial spirit who is looking to build a new department. The senior director, marketing and communications, leads MaineCF's marketing and communications department. In partnership with the CEO, the senior director develops and leads the implementation of a dynamic and comprehensive strategic communications plan to build and sustain awareness of the foundation's vision, mission, key strategies and core activities. The senior director oversees the incorporation of MaineCF's brand into all communications and marketing efforts, monitors local and national trends to inform the strategic direction, synthesizes key data and analytics to drive department activities, and oversees the design and creation of all foundation communications and marketing materials. The senior director brings a bold, forward-thinking vision that supports and expands MaineCF's presence within the state and within a larger national context.

Essential duties and responsibilities:

1. (Strategy) Develop, communicate, and implement a comprehensive strategic communications plan for the foundation that:
 - a. Builds brand awareness broadly across Maine and ensures consistent use of branding
 - b. Develops and strengthens relationships with a wide range of partners and stakeholders
 - c. Attracts new donors and engages and retains existing donors
 - d. Leverages a wide range of media platforms, both traditional and digital, to reach diverse constituency groups and target markets
 - e. Optimizes the foundation's technology infrastructure in collaboration with the Director of IT to support the development of integrated, cutting-edge communications and marketing
 - f. Ensures message fluency and consistency across the foundation's leadership, staff, and delivery areas
 - g. Measures and reports on strategy effectiveness.

2. (Media) Cultivate relationships with local and national media and garner consistent, positive coverage by:
 - a. Stewarding media relationships to generate timely, relevant coverage relating to issues of local and national interest
 - b. Collaborating with foundation staff to identify and pitch story ideas to media outlets across the state and country
 - c. Serving as the primary contact for media inquiries and coordinating interviews/site visits
 - d. Overseeing media training for foundation spokespeople to ensure consistent messaging and increase organizational visibility and impact
 - e. Supervising the foundation's growing marketing and communications department in efforts to develop and distribute media releases
3. (Publications) Direct and contribute to the production of periodic publications, including the annual report, newsletter publications, brochures, and collateral materials.
4. (Digital) Oversee and contribute to all aspects of the foundation's digital presence including its website and social media platforms; analyze staff reporting on usage and trends
5. (Organizational)
 - a. Develop a uniform internal communications style consistent with MaineCF's new brand
 - b. Ensure communications effectiveness and standards across the organization by training all employees on the foundation's core messages and communications best practices
 - c. Collect and share feedback from internal and external stakeholders to counsel organizational leadership on strategic direction
 - d. Support effective interdepartmental communication and coordination
6. (Writing/Editing)
 - a. Draft communiques, provide general direction and copy edit MaineCF materials
 - b. Review and approve key outgoing MaineCF communications for both internal and external audiences
 - c. Support the CEO and management team in communication efforts as needed
7. (Managerial)
 - a. Recruit, lead, and retain a high-performance team
 - a. Supervise and lead the marketing and communications department, performing all duties of a department manager, including interviewing, hiring, scheduling, training, supervising, evaluating, recognizing and disciplining direct reports, setting employee goals and objectives, resolving employee issues, and ensuring compliance with the employee handbook and related personnel policies
 - b. Manage the department budget, including marketing and sponsorships, freelancers, and special project consultants
 - c. Maintain professional and technical knowledge through regular staff development opportunities for all members of the department
 - d. Recruit, retain and supervise freelancers for photography, video, and publications

Qualifications needed for position:

The following are required for the position:

- Eight or more years of communications, marketing, public relations, or creative agency experience
- Entrepreneurial orientation with a preference for a track record in building and growing a successful communications and marketing team
- Exceptional planning and organizational skills, with the ability to think strategically in the design and execution of projects and thrive in a complex environment with multiple priorities
- Commitment to and experience advancing equity issues, with a special focus on racial equity
- Proven record of managing, motivating, and mentoring a team of professionals to achieve positive

outcomes

- Strong interpersonal skills and an ability to establish good working relationships with colleagues, news media, donors, consultants, volunteers, and a wide variety of community members
- Superior writing, editing, and proofreading skills with excellent knowledge of AP style and libel law
- Proven skills and track record in writing and producing publications within schedule and budget
- Proven track record of successful media relations
- Knowledge of Maine, Maine media, and current issues in Maine
- Working knowledge of Photoshop, HTML, Adobe, website and email maintenance platforms, InDesign, and/or WordPress
- Working knowledge and understanding of digital media tools
- Strong proficiency in core Microsoft Office Suite
- Capacity to work under pressure, adapt easily to changing situations, and meet multiple deadlines and goals simultaneously
- Willingness and ability to travel within Maine
- Willingness and ability to attend meetings and events outside regular work hours as needed.

Location and Schedule

This is a full-time, hybrid position (2 days in office, 3 days remote), based out of our Portland or Ellsworth office.

Compensation and Benefits

- Salary range of \$100K-\$115K annually, based on experience and qualifications
- Health Insurance, 100% employer-paid premium for individual coverage
- Dental Insurance, 100% employer-paid premium for individual coverage
- Vision Insurance, 100% employer-paid premium for individual coverage
- Employer-paid short-term disability, long-term disability, and term life insurance
- 401(k) retirement plan with a 6-9% company contribution vested immediately
- 21 paid days off per year (increases with tenure)
- 13 paid holidays per year
- Parental Leave
- Employee Assistance Program (EAP)
- Wellness benefit

Our Hiring Process and Timeline

To apply, please email a resume and cover letter that explain how your skills and experience fit this position to resumes@mainecf.org by **March 20th**.

- We will notify you on **March 31st** if you have been selected for a phone screen. Selected candidates will be asked to submit a creative portfolio.
- Phone screens will be held the week of **April 10th**.
- In-person interviews will be the last two weeks of **April**.

For questions, please contact: resumes@mainecf.org