

DuPage Foundation Seeks Director of Marketing & Communications

October 14, 2022 – DuPage Foundation is searching for a proven brand advocate who proactively develops brand strategy and understands how to drive implementation and execution.

If you are passionate about making a difference, driven to evangelizing a brand, adept at reaching your target audiences, and willing to work hard to do so, we invite you to apply for this role!

The position has been elevated to Director of Marketing & Communications which reports directly to the President & CEO and works with three other senior staff members on a management team that has a combined 40 years of experience running the Foundation.

The Marketing & Communications team consists of a full-time Communications Associate and a part-time Graphic Designer.

The position comes with a competitive salary, bonus plan, a flexible work schedule and a culture built on respect. A generous benefit package includes health insurance; life insurance; short- and long-term disability; up to a 5% 403(b) match; vacation, holiday and sick PTO; and a budget for professional development opportunities.

The Foundation is highly-regarded among its donors and their professional advisors as well as the Foundation's grantees and other community partners. The candidate will join an organization with a strong financial position and a professional staff, dedicated Board of Trustees and supportive committee members.

The President & CEO, Dave McGowan, is retiring at the end of 2022 and is on a mission to find just the right person before he leaves. The Board and Marketing Committee are fully invested in filling this position and ensuring the director's success.

Director of Marketing & Communications

Job Description

Position: Director of Marketing & Communications

Status: Full-Time, Exempt

Supervisor: President & CEO

Summary: Big thinking, brand driven leader accountable for advancing the voice, marketing and management of the Foundation's brand. Builds the Foundation's community image and stature with prospective and current donors, professional advisors and community influencers. Responsible for a broad range of marketing activities that drive awareness and engagement through earned, owned, paid, and social media channels to generate new opportunities and leads with our target audiences.

The ideal candidate is a highly-organized, strategic thinker with a record of success in brand marketing and project management. He/she is a self-starter with an eye for detail who can envision and execute on all elements of a campaign or project while engaging and working collaboratively with staff and volunteer leaders.

Organization: DuPage Foundation is the County's philanthropic leader. As a 501(c)(3) public charity, we receive contributions from individuals, corporations, organizations, and foundations seeking to make a difference for our community. We have grown to more than \$130 million in assets and granted more than \$65 million to not-for-profits serving the residents of DuPage County and beyond.

Brand Management:

- Evangelize and govern the Foundation's brand standards; ensure that the brand identity remains relevant and fresh.
- Inform grantees and other partners on ways to credit the Foundation's support and involvement.
- Oversee the design and maintenance of a dynamic website showcasing the Foundation's brand.
- Reinforce adherence to the style guide, especially the correct use of logos and taglines.

Leadership:

- Continue implementing the Community Engagement quadrant of the 2020 – 2024 strategic plan.
- Execute a comprehensive marketing plan and budget to optimize results.
- Recruit industry leaders for and orchestrate the activities of the Marketing Committee.
- Build and direct a team of communications staff, contractors and consultants.
- Be a strong spokesperson and coach the Foundation's stakeholders to be advocates.

Execution:

- Increase the effectiveness and reach of our messaging to engage more people in philanthropy.
- Collaborate with graphic designers and print vendors on a variety of print and digital media.
- Oversee the writing, designing, and distribution of annual reports, newsletters, direct mailings, presentation decks, brochures, e-blasts, advertisements, displays and social media.
- Develop and implement KPIs for marketing effectiveness and calibrate accordingly.
- Guide the production of donor/grantee stories, photos, videos and messages that compel key audiences to action.
- Create a calendar for publications, social media, web updates, mailings, and design projects.
- Market key initiatives including Arts DuPage, Bright & Early DuPage, DuPage Community Transformation Partnership and Next Generation Initiative.
- Outsource the development of creative content and feature stories within the Foundation as well as to outside contractors.

External Relations:

- Cultivate relationships with media contacts, pitch them story ideas and generate regular releases.
- Secure speaking engagements for staff and volunteers.
- Serve as the clearinghouse for event marketing including the annual Benefit dinner.
- Oversee affiliate fund and donor-initiated marketing activities.
- Represent the Foundation at various community events and be a visible community leader.

Qualifications:

- Bachelor's degree in Communications, English, Journalism, Marketing, or related field.
- Persuasive storyteller with a genuine interest in the Foundation's vision and mission.
- Minimum of five years of relevant experience with demonstrated success.
- Effective at working collaboratively and independently.
- Not-for-profit experience preferred and a knowledge of DuPage's philanthropic landscape a plus.
- Proficiency in OfficeSuite and knowledge of Adobe Creative Suite, and Canva.
- A digital native skilled in social media listening, content development, and data analysis.
- Experience in database management and segmentation for targeted marketing.

To Apply: Email a PDF résumé and cover letter with "Director of Marketing & Communications Position" in the subject line to Hiring Manager at apply@dupagefoundation.org. Applications will be considered under the strictest of confidence. **NO CALLS PLEASE.**

Hiring Policy: The DuPage Foundation considers applicants for all positions without regard to gender, race, color, religion, age, national origin, ancestry, disability, political affiliation, marital status, sexual orientation, pregnancy, or any other legally protected status.

The DuPage Community Foundation d/b/a DuPage Foundation raises the quality of life throughout DuPage County by fostering philanthropy, connecting donors to area needs, and building community partnerships.