



## Marketing & Communications Director Job Description (2024)

### THE FOUNDATION

The Miami Foundation builds the philanthropic, civic, and leadership backbone for Greater Miami. Since 1967, the Foundation has invested over \$650 million to strengthen our community with partnerships and contributions from more than 1000 fundholders and 35,000 donors. The Miami Foundation, which currently manages over \$540 million in assets, mobilizes donors, nonprofits, leaders, and locals to set a bold vision for our community's future and to invest in a stronger, more equitable, more resilient Greater Miami.

### POSITION DESCRIPTION

The Miami Foundation's Marketing & Communications Director serves as the right hand to the Vice President of Strategic Communications, ensuring that the organization is making strategic decisions in marketing & communications to continuously strengthen brand awareness and understanding about who The Miami Foundation is.

You may be an ideal candidate for this role if you are eager to leverage your marketing and communications experience to create compelling content that brings The Miami Foundation's brand narrative to life, while also highlighting the impact of each of our various projects and initiatives.

If you are a strategic marketer and excellent communicator who can both define content strategy for organizational projects and execute strategies to see them through to completion, we want to hear from you!

To succeed in this role, you should be an intellectually curious, results-oriented problem-solver who thrives in a fast-paced, high-growth organization, and brings a collaborative, roll-up-your-sleeves approach to getting things done.

You will report to the Vice President of Strategic Communications directly and will work closely with all teams across the Foundation to support their communications needs and strengthen our overall brand.

### DUTIES AND RESPONSIBILITIES

- Work with individual teams when they are launching a project or event to develop a comprehensive communications plan and content strategy that will help each team achieve their goals for a given project or event.
- Manage marketing & communications for Give Miami Day, The Miami Foundation's largest event of the year. This includes overseeing both the strategic planning and execution of marketing & communications leading up to, during and after Give Miami Day.
- Project manage the execution of communications plans for individual projects or events to ensure timely completion and delivery of all communications content.
- Produce and disseminate compelling content across all marketing channels, including the website, social, newsletters, blog, ads, earned media channels, etc., understanding the differences between channels and identifying what messages, stories, and content work best in each.
- Work effectively and efficiently with external vendors and communications team members to produce high-quality content.
- Strengthen The Miami Foundation's brand identity, ensuring visual integrity and message consistency in all external communications.
- Manage the website, ensuring that the website is up-to-date and truly reflects who The Miami Foundation is. This will also include leading the creation of new web pages and microsites as needed.

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- Collect and analyze data on the performance of communications tactics, bringing a data-driven approach to ensure that all tactics are performing against goals (and adjusting if not), and reporting on performance to senior leaders in a digestible way.
- Ensure staff and board members have what they need to properly represent The Miami Foundation and strengthen the organization's brand.

**POSITION REQUIREMENTS**

**Essential Qualities:**

- **Passion for Miami** – a love for greater Miami and a desire to see all its community members thrive.
- **Strategic Collaborator** - serves as a thought partner to teams across the organization and to senior organizational leaders; able to research and understand the evolving needs and goals of the organization to develop communications plans that will produce content to effectively support and accelerate those goals.
- **Brand Builder**- deep understanding of marketing & communications, including a strong sense of message development and creative design to both engage audiences and maintain brand consistency; can craft nuanced messages for unique project needs and is able to use key design tools as needed (e.g., Canva).
- **Creative Go-Getter** – ability to work independently and drive projects forward to completion; thrives in a fast-paced environment, constantly looks for opportunities to strengthen the organization, and thinks creatively when problem-solving and addressing marketing and communications needs.
- **Expert Communicator** - excellent written and verbal communication skills, including listening; adept storytelling ability, including identifying compelling stories and creating content (written, video, etc.) that compels people to action.
- **Project Manager** - ability to manage and execute multiple projects simultaneously and under tight deadlines; ability to manage contractors and vendors as needed, providing tailored feedback and managing deadlines.
- **Data Analyst** - knowledge and proficiency with key marketing analytics tools and dashboards to analyze and showcase data for effective decision-making (e.g., Google Analytics)
- **Meticulous** – Pays close attention to detail, ensuring that content created by the communications team is accurate and precise.
- **Copyeditor** – ability to review writing and identify how to optimize the content, and correct grammatical and spelling errors.
- **Constant Learner** – Ability to become an expert in The Miami Foundation's brand voice, strategic decisions, and initiatives to develop a deep understanding of the organization that guides decision-making in marketing & communications; open to new ideas and able to incorporate constructive feedback.

**Desired Experience**

- 8+ years of experience working in marketing and communications, preferably in the nonprofit or community foundation sector.
- Bachelor's degree or equivalent work-related experience required.
- Success in developing marketing plans for a high-growth organization and driving awareness and understanding for new audiences.



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- Experience copyediting content for optimization; with web CMS tools (WordPress) and ability to update and enhance websites; in data collection and analysis to influence strategic decision-making for marketing & communication.
- Management experience, with success in enabling external vendors and junior staff members to excel in their work.

**Position Specifics**

- **Position Available:** Immediately
- **Status:** Full Time, Exempt
- **Target Salary :** \$110,000 (The final determination of the selected candidate's salary will be based on experience and qualifications)

We offer a comprehensive and generous benefits package, which includes medical, dental, and vision insurance, a 403(b) retirement plan, flex spending and dependent care accounts, professional development stipend, paid time off, cell phone stipend, and gym reimbursement.

Please submit your resume, cover letter and a few pieces of content that you designed to support a marketing campaign you managed [here](#).

Please reach out to [hr@miamifoundation.org](mailto:hr@miamifoundation.org) if you need any accommodation in applying.

The Miami Foundation's Anti-Discrimination Policy - The Miami Foundation does not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include hiring and firing staff, selecting volunteers, selecting vendors, and providing services. The Miami Foundation practices and champions inclusiveness. We honor the diverse strengths, needs, voices, and backgrounds of all members of our community. Candidates from traditionally marginalized communities are especially encouraged to apply.