



Marketing & Communications Director

CORE: Children of Restaurant Employees, a national 501(c)3 provides financial grants to Food and Beverage service employees, with children who have faced a qualifying circumstance such as medical diagnosis, injuries, death of the employee, spouse or child, or natural disasters. CORE is seeking a full-time Marketing/Communication Director to join our growing team.

Position: Reporting to the Executive Director, the full-time marketing and communications director will lead the development of marketing/communications strategies and all internal and external marketing/communications/PR functions for the organization including content development. In addition, the director will also lead in the creation of internal and external branded assets to support the organization, campaigns, partnerships, and PR.

Responsibilities:

- Develops and implements a marketing/communication strategy for the organization that builds and maintains a positive brand and integrates all facets of marketing/communications.
- Creates overall social, digital, and print communications/marketing strategy and content to increase visibility, engagement, and fundraising, leveraging platforms such as LinkedIn, Twitter, Facebook, Instagram, and industry publications.
- Act as a brand steward, upholding brand and trademark standards and consistency in all projects.
- Reviews and updates website content and oversees maintenance, ensuring that all content is current and relevant.
- Develops and maintains positive professional relationships with members of the media.
- Serves as corporate spokesperson and responds to members of the media in a timely manner.
- Composes and distributes press releases as needed.
- Assists team in developing presentations, speeches, videos, and corporate messaging.
- Develop, implement, track, measure and report the marketing calendar based on the organization's marketing strategy, creating content and to include events, social, PR, campaigns, events, partner engagement/recognition, and programmatic impact.
- Create and execute social posts to promote the organization through social media initiatives
- Create and distribute monthly newsletter content.
- Create internal and external assets for all stakeholders and update as needed.

Knowledge/Skills/Abilities

- College degree required.
- Wide degree of creativity, an excellent writer and storyteller.
- 5-10 years marketing/communications experience in the nonprofit space.
- Working knowledge of restaurant industry is a plus preferably experience working with restaurant industry suppliers and operators.

- Work in graphic design with experience working with custom design tools such as: Adobe Suite, Canva.
- Strong knowledge and understanding of current trends in social media and digital media.
- Highly organized with the ability to manage multiple, complex, and detailed projects.
- The ability to collaborate with cross-functional internal and external stakeholders with stellar interpersonal and relationship building skills.
- Position based in Brentwood, TN with some remote office work.
- Proficient in Microsoft office suite: PowerPoint, Excel.
- Travel requirements: 10-20%, as needed.

To apply, submit resume with cover letter to info@coregives.org

CORE and IMI Agency are equal opportunity employers. We celebrate diversity and are committed to creating an inclusive environment for all employees.