



DIRECTOR OF MARKETING & COMMUNICATIONS

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 health crisis, major injury, death of the employee, spouse or child, or natural disasters. CORE is seeking a highly energetic, mission-driven, full-time marketing & communications 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 the creation of internal and external branded assets to support the organization, campaigns, partnerships, and PR.

Responsibilities:

- Steward CORE's mission, vision, values and branding, internally and externally.
- Develops and implements a marketing/communication plan and strategy for the organization that builds and maintains a positive brand and integrates all facets of marketing/communications.
- Develop, implement, track, measure and report the marketing calendar based on the organization's marketing strategy, creating content to support events, social media, PR, campaigns, partner engagement/recognition, and programmatic impact.
- Creates overall social, digital, and print communications/marketing strategy and content to increase visibility, engagement, and fundraising, leveraging platforms such as Linked in, Twitter, Facebook, Instagram, and industry publications.
- 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 and key influencers.
- Serves as corporate spokesperson and responds to members of the media in a timely manner.
- Composes and distributes press releases and collateral as needed.
- Assists team in developing presentations, speeches, videos, and corporate messaging.
- Create and distribute monthly newsletter content.
- Create internal and external assets for all stakeholders and update as needed.
- Other related duties as assigned.

Knowledge/Skills/Abilities:

- College degree or applicable experience required.
- Demonstrates a positive, can-do attitude
- Wide degree of creativity, an excellent writer and storyteller.
- Minimum 3 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 including Adobe Suite and Canva.
- Strong knowledge and understanding of current trends in social media and digital media.
- A highly organized self-starter who demonstrates strong time management skills with the ability to manage multiple, complex and detailed projects in a fast-paced work environment.
- Ability to take initiative and collaborate with cross-functional internal and external stakeholders.
- Exhibits stellar interpersonal and relationship-building skills.
- Assist with the planning and execution of CORE inclusion at national conferences and events.
- Position based in Brentwood, TN with some remote office work.
- Proficient in Microsoft office suite: PowerPoint, Excel.
- Travel requirements: 10-25%, as needed.

CORE is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.