

DIRECTOR OF MARKETING & COMMUNICATIONS

Position Summary: Adopt A Class (AAC) is seeking a visionary Marketing & Communications Director to champion our brand's next chapter of growth and impact. This strategic leader will be responsible for elevating the AAC brand by enhancing our creative identity, introducing innovative engagement strategies, working with internal clients to support their goals, and architecting a comprehensive marketing and communications plan. You will guide all efforts to deepen our connection with target audiences, ensuring our mission and vision resonate powerfully across every channel. This role leads a key PR and marketing agency partner to execute our strategy and achieve ambitious goals.

Job Responsibilities:

- **Marketing & Communications Strategy:** Design and execute a comprehensive, integrated marketing strategy to elevate brand visibility, drive engagement, and achieve organizational goals across all channels, including public relations, media, and digital platforms.
- **Brand & Creative Direction:** Lead the creative direction for the AAC brand, overseeing the design and production of all marketing collateral and campaign deliverables for print, digital, and event platforms.
- **Content & Campaign Management:** Manage the development and execution of a multi-channel content strategy, including newsletters, fundraising appeals, and event communications.
- **Digital Presence & Growth:** Oversee the organization's digital footprint, including enhancing the AAC website and strategically growing social media engagement with key community partners, corporations, and influencers.
- **Internal Partnership & Support:** Serve as a strategic internal partner, collaborating with all departments to provide expert marketing guidance and develop materials that support their unique goals and advance our collective mission.
- **Data-Driven Storytelling:** Analyze and leverage organizational data to craft compelling stories, reports, and promotional materials that demonstrate AAC's impact.
- **Market Intelligence & Innovation:** Stay current on emerging trends in marketing, communications, and nonprofit management to drive innovation and continuously identify new opportunities to elevate the AAC brand.
- **Vendor & Team Management:** Lead and manage relationships with marketing vendors and internal team members to ensure the successful execution of strategic initiatives.
- **Organizational Duties:** Represent AAC at occasional evening or weekend events and perform other duties as assigned to support the organization's mission.

Required Qualifications:

- 4-year degree in Marketing, Communications, or similar education with 6+ years professional experience or 10+ relevant experience
- Experience with Adobe Creative Suite, Canva, and Constant Contact
- Familiarity with Salesforce or CRM similar systems
- Passionate about our Adopt A Class mission
- Excitement about working with diverse populations
- Ability to handle multiple project assignments

- Flexible demeanor and comfortable working with changing priorities
- Strong organization and collaborative skills
- Has a personal vehicle, valid driver's license and current insurance
- Ability to pass a background check

Benefits:

- Qualified candidates will earn between \$68,000 and \$72,000 + potential for annual bonus Mileage reimbursement as well as cell phone stipend
- Eligible to participate in Adopt A Class benefits package including medical, dental, vision, life and retirement benefits
- Generous PTO and numerous paid holidays
- Annual Professional Development opportunities

How to apply: Email cover letter and resume to Director of Strategic Initiatives, Katie Hoover, at katie@aacmentors.org.
Applications without a cover letter will not be considered.

At Adopt A Class, we value our organizational culture that celebrates diversity, inclusion and equity. We welcome applications from diverse candidates who want to have not just a seat at the table, but also a strong voice in the work towards our mission.

Adopt A Class is an Equal Opportunity Employer and does not discriminate on the basis of sex, race, age, national origin, ethnic, background, disability or any other characteristic protected by law.

Adopt A Class | 3080 Exploration Ave. | Cincinnati, Ohio 45206