



## **Director of Marketing and Communications**

### **General Description of Position**

The FAMiLY LEADER is seeking a Director of Marketing and Communications to maintain and seek growth in communication reach and effectiveness. The Director of Communications is responsible for developing effective marketing and communications strategies. The ideal candidate will be responsible for developing brand voice integrity, supervising media relations, and leveraging all facets of outward facing visibility across all platforms. They must drive the creation of promotional, fundraising, and informative materials for consumption by the public. They will work with all forms of media, including press releases, digital, print, social media, audio/video, website, and more.

This is a full-time, salaried position working in office in Urbandale, IA. A qualified candidate would possess education or experience in the field and should have 5-10 years of experience in communications, marketing, or public relations, preferably in non-profit entities. Strong project management and collaboration abilities are a must. Strong writing and editing skills preferred.

# Summary of Responsibilities and Objectives

## **Responsibilities:**

- Develop and manage a communications and marketing strategy aimed at increasing national exposure.
- Drive all communications material.
- Develop brand voice and maintain brand integrity across all platforms.
- Supervise media relations and develop contacts with media members, influencers, and community leaders.
- Lead a team of communication, marketing, and design professionals.
- Develop and implement a messaging strategy across relevant communications platforms.
- Leverage all facets of outward facing visibility for the best interest of TFL.
- Create budget for marketing, events, and communication and ensure compliance.

## **Qualifications / Skills:**

- Demonstrated knowledge and proficiency with communications technologies
- Familiarity with social media platforms and social media marketing
- Experience with search engine marketing, Google Analytics, and Google Ads
- Proven track record of organizing and executing a national voice strategy
- Excellent verbal communication and presentation skills

## **Education and Experience Requirements:**

- 5-plus years of communications, marketing or public relations or related experience
- Experience managing digital content
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Developed relationships with national media
- Assertive, articulate, and confident in presenting and defending your vision and strategy

## **Objectives:**

The Director of Marketing and Communications shall maintain and seek growth in communication reach and effectiveness. Additionally, the ideal candidate will manage outward facing TFL messaging including written, emailed, website, and social media content.

## Reporting & Measurables

The Director of Marketing and Communications will include maintaining quantitative results of communication reach (i.e. website visits, Facebook engagement, Twitter followers, etc.) and a working calendar of completed and ongoing projects. The goal of this position is to increase the reach of TFL communications to a national level.

## Schedule & Availability

The Director of Marketing and Communications is a full-time position with broad work requirements including as needed weekend and night availability informed by capitalizing on breaking news and the priorities of TFL.

*Please submit resume and cover letter to [info@thefamilyleader.com](mailto:info@thefamilyleader.com) on or before October 10<sup>th</sup>, 2025.*