



Position: Director of Marketing and Communications
Reports To: Executive Director
Classification: Full Time, Exempt
Office Location: Southern Nevada

Deaf Centers of Nevada agency Description and Mission

Deaf Centers of Nevada, (DCN) is a private, non-profit social service agency that serves individuals who are Deaf, Hard of Hearing, Deaf-Blind, and late deafened, their families, friends, and community service providers in the State of Nevada. Our mission is to:

- 1) *advocate for the rights of full and equal access to education and employment and services that improve the quality of lives;*
- 2) *educate the community of the unique communicative needs, abilities, and accomplishments;*
- 3) *and serve the diverse community of Deaf, Hard of Hearing, Late-Deafened and Deaf-Blind individuals to live independently and productively.*

Summary

The Director of Marketing and Communications reports to the Executive Director and will oversee the planning, development and management of marketing, public relations and communication strategies both internally and externally, across all program areas of DCN. In this role, the Director of Marketing and Communications must demonstrate a commitment to organizational excellence as a high performing and continually improving client-centered social service organization that delivers quality services for clients in the state of Nevada. In addition, the Communications/Marketing Director must effectively embrace the values, mission and cultural brand of the organization.

Primary duties and responsibilities

- Collaborate with the Executive Director and senior leadership to develop communications and outreach strategies that will broaden programmatic efforts and deepen impact
- Develop and refine "core" messages to ensure organizational consistency
- Serve as editor for DCN's website
- Oversee organizational response to inquiries about DCN
- Maintain editorial control of all marketing, public relations and outreach collateral that is released on behalf of DCN
- Evaluate, develop, and communicate all marketing, communication campaigns and outreach materials
- Manage all print materials and digital communications (i.e., forms, newsletters, website, social media posts, videos, event activities, marketing brochures and other outreach materials). Manage design support from outside vendors

- Develop a compelling branding strategy that supports DCN's strategic goals and objectives.
- Strategize and organize events and outreach, e.g., program presentations and collateral
- Ensure that brand identity, messaging and marketing and communications strategy, and outreach activities are infused in all organizational efforts (programming, development, community support).
- Develop, implement and evaluate comprehensive marketing and public relations campaigns, such as Town Hall meetings, Media Day, Rural Area Outreach or community festivals that incorporate a combination of the following: PR, media relations, social media, internal and external communications, advertising, community outreach or sponsorship/partnerships.
- Create social media campaigns and calls-to-action that grow engagement and awareness of DCN's brand and programs.
- Serve on relevant board committees, as assigned by the Executive Director
- May occasionally need to work non-traditional hours based on operational or community needs

Qualifications

- Proven marketing and communication background that includes strong advocacy, non-profit and media focus
- Effective time management skills. Ability to initiate and monitor several simultaneous projects successfully
- Strong copy writing and editing skills, and impeccable attention to detail
- Excellent interpersonal, written English and oral communication skills
- Strong track record of positioning organizations to achieve measurable and ideal outcomes in a competitive communications environment
- Effective social and digital media expertise; experience with digital marketing forms such as social media marketing and original content, text, images, and video
- Proficient in Microsoft applications including Word, Excel, PowerPoint, Adobe Acrobat, and Outlook.
- In-depth understanding of social media platforms and digital media tools
- Website management experience with HTML knowledge a plus
- Self-starter and team player who can work cross-functionally as well as independently
- High level of confidentiality and integrity

Specific Requirements:

- Undergraduate degree in a business, communications, public relations or related field; MA or similar advanced degree highly desired.
- Five or more years of experience in communications, marketing, public relations or media work with nonprofit organizations expected; familiarity with organizations serving the Deaf and related populations preferred.
- Own transportation, valid license and insurance.
- Ability to support organizational goals, structure and dynamics.