



Director of Marketing, Communications and Outreach

Job Title: Director of Marketing, Communications and Outreach

Reports to: Executive Director

Location: On-site (Mount Kisco, NY)

ABOUT SUSTAINABLE WESTCHESTER

Since its founding, Sustainable Westchester has helped Westchester communities lead on sustainability. Now that New York State is at the forefront of sustainability action nationally, Westchester's leadership, and Sustainable Westchester's role, are more important than ever. Sustainable Westchester is focused on charting Westchester's path to sustainability while creating jobs and supporting environmental justice.

To continue this critical work, Sustainable Westchester is hiring its next Director of Marketing, Communications and Outreach. The Director of Marketing, Communications and Outreach will be responsible for **developing and implementing** Sustainable Westchester's **marketing, communication and outreach plans & strategies including public relations, digital communications, key messaging, storytelling and brand experience.**

The Director of Marketing, Communications and Outreach reports to the Executive Director of Sustainable Westchester. The position has two direct reports, the Customer Service Manager and Outreach Manager (currently vacant).

RESPONSIBILITIES:

This position will direct, manage, and oversee day to day operations of Marketing, Communications, & Outreach and will support portions of development work surrounding these areas of responsibility.

Marketing:

- Develop and implement brand and program marketing strategy including brand creative look and feel in all aspects of marketing and outreach (presentations, collateral, promotional items, press kits, stationery, web site, social platforms, et al)
- With input from Executive Director and program staff, prepare content (presentations, web content, flyers, etc.) for known target audiences including a) municipalities b) local residents c) businesses and d) press
- Manage part-time and/or full-time staff, ensuring that the marketing objectives are implemented by the marketing team.
- Manage marketing and communications vendors.
- Undertake continuous analysis of competitive local environment and consumer trends in relation to SW program areas.
- In collaboration with staff, create signature programs to build brand awareness and thought leader position, with potential for sponsorship revenue.



- Contribute marketing/communication and outreach strategy and insight to grant proposals and partnership pitches.

Communications & Story-Telling:

- Create compelling communication that tells the story of Sustainable Westchester's unique structure and impact for use for multiple purposes including development, press, municipal and community engagement.
- Develop communications strategy for the organization overall as well as for new and existing programs to optimize overall synergy of campaigns, events, digital marketing, media and public relations.
- Develop and implement a social media plan complete with editorial and content calendars to maximize social media activities and presence, including in member communities.
- Oversee and coordinate public relations activities, interviews, media opportunities/press events and maintain and update media lists.
- Develop and oversee content for website(s) in collaboration with program directors/managers

Outreach:

- Foster and maintain relationships with elected officials and key community stakeholders, regularly updating progress, collaboration and responding to questions and concerns where appropriate.
- Establish campaigns and partnerships Countywide and within municipal environmental committees and local environmental organizations to further SW's impact across the County and member municipalities
- Development and implementation of the Outreach Plan and calendar (in collaboration with program managers' annual / seasonal / contractual events) inclusive of all member municipalities.
- Plan, attend and/or collaborate with HR/Program Managers to ensure SW staffing for community events, local fairs, festivals, etc. and coordinate with outreach team to set up tabling display protocol, design for events

Other Responsibilities:

- The Director may be expected to attend and/or present at meetings and events in the evening and on the weekends.
- Supervision of interns who will support outreach and marketing efforts
- Develop, execute, monitor the annual operating plan and update the Marketing Department Handbook
- Create and administer, report/reconcile departmental budget.

Qualifications:

- 5-10 years or more of experience in strategic marketing and/or communications, ideally at a nonprofit organization
- Experience building marketing campaigns focused on member/customer acquisition & retention and revenue generation
- Experience in writing and design, including for fundraising/development purposes
- Prior experience in using data to drive marketing planning and decision-making.



Knowledge, Skills and Abilities:

- Excellent written and oral communications skills
- Ability to set priorities, handle multiple assignments and deadlines, and display good judgment while operating in a flexible, self-directed and professional manner
- Highly developed customer service, organizational and project management skills
- Strong interpersonal skills; ability to work independently, collaboratively and with empathy
- Strong capabilities in website design, branding, and content management
- Knowledge and/or strong interest in environmental sustainability and environmental justice
- Comprehensive knowledge of G Suite and/or Microsoft Office and CRMs and willingness to learn other business systems
- Valid driver's license and appropriate vehicular insurance. Local travel required for this position.
- Must provide proof of FULL vaccination

COMPENSATION AND BENEFITS

The salary range for this position is \$75,000 - 80,000 a year, depending on experience.

Benefits package includes:

- Health benefits and dental benefits
- Generous package of vacation and sick days along with paid time off for Federal and Religious holidays each year
- 401K plan
- Support of caring colleagues invested in each other's growth and development

HIRING PROCESS AND HOW TO APPLY

We will review applications on a rolling basis until the position is filled.

Please submit a resume and a cover letter in a PDF Format detailing your interest in the position to hr@sustainablewestchester.org with "**Marketing Director – YOUR NAME**" in the subject line.

No phone calls please.

Location(s): Our office is located at 40 Green Street, Mt. Kisco, NY 10549 and is within walking distance from the Mount Kisco Train Station, located on the Harlem Line of Metro North.

At Sustainable Westchester, we don't just accept differences of background, identity, or point of view – we celebrate it, we support it, and we thrive on it for the benefit of our employees, our work, and our community. Sustainable Westchester is proud to be an equal opportunity workplace. Applicants will not be discriminated against because of race, color, creed, ideology, sex, sexual orientation, gender, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state or federal laws. All aspects of employment are decided on the basis of qualifications, merit, and organizational need.