District Bridges Director of Storytelling and Marketing
Job Description

Organization
District Bridges is a 501(c)(3) nonprofit organization with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Description
Primary Roles: Content Creation, Contract Management, Strategy

Exempt, full-time

District Bridges seeks a full-time Director of Storytelling and Marketing (DoSM) to shape, grow, and sustain organizational fundraising efforts at an exciting time in our organizational development. The DoSM reports to the Deputy Director (DD), as a part of the Strategic Initiatives Team, and leads the organization’s marketing efforts. The DoSM is responsible for oversight, proactive planning, and successful execution of a comprehensive marketing program, positioning District Bridges for future success, growth, and sustainability. As a part of the Strategic Initiatives team, the DoSM holds shared internal leadership responsibilities including stewarding organizational culture, developing talent, planning/budgeting, strengthening the connections between programming, communications, and revenue, and fostering alignment and relationships across the team and organization.

Responsibilities
Leadership and Management
- Lead a partnership with the Strategic Initiatives Team, Board of Directors and other team members to design and fulfill the annual marketing plan;
- Set content strategy, produce channel-specific content, and support organizational growth across various campaigns as a builder, creative partner, and digital storyteller;
- Monitor results and consistently report progress to the DD, ED, and the Board of Directors; and
- With the ED and DD develop budgets, monitor and forecast expenses.

Content Creation and Management
- Conceptualize and produce digital content in a range of media and bring to life DB’s work;
- Work collaboratively across programming teams to capture and create meaningful, informative, and engaging content for social media, newsletters, blog, and publications;
- Manage the editorial calendar for the blog and ensure timely updates that share the organization’s work;
- Manage and implement a quarterly District Bridges-wide newsletter;
- Monitor team newsletters and ensure they align with brand guidelines and mission; and
• Identify new content types and delivery mechanisms that drive the scalable success of reaching our audiences with engaging content.

**Data Collection, Evaluation, and Reporting**

• Ensure meaningful and measurable goals are set for all District Bridges’ marketing initiatives;
• Use data-driven learnings to inform content strategy and decisions; and
• Maintain press and marketing contact lists in Salesforce.

**Contract and Request Management**

• Manage contract with an outsourced digital media firm, ensuring contract aligns with annual Strategic Priorities, approving content, and monitoring content to ensure all platforms align with the organization’s mission and priorities;
• Manage the internal Design Request process, identifying if projects can be done in-house or need to be contracted out; and
• Manage contract with any other communication, marketing, and design firms as needed.

**Organization**

• Participate in annual goal setting and workplanning using EOS (Entrepreneurial Operating System), ensuring that all development activities map to the overarching organizational goals and adhere to the District Bridges Strategy Screen;
• Participate in onboarding new hires;
• Participate in a vertical and horizontal Annual Review Process; and
• Support other team members with projects, events, etc.

**Skills, Knowledge, and Experience**

• High School Diploma or GED required
• 4-8 years experience in marketing, photography and videography, content creation, community storytelling, strategic messaging, and/or copy editing required
• Technically proficient, with experience in project management software, Google Apps, and Salesforce (or other CRM/Fundraising software) required
• Strong customer service skills with the ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
• Attention to detail with the ability to quickly maneuver between macro strategic thinking and micro program management is required
• A collaborative and cooperative mindset is required

**Physical Requirements**

This position requires the manual dexterity sufficient to operate phones, computers, and other office equipment, and the ability to sit and to use a computer for significant periods of time. This person must speak clearly using the English language to accurately convey information. Generally good working conditions with little or no exposure to extremes in noises, temperature.
Little or no safety or health hazards. Minimal lifting or climbing. Work performed in an office setting as applicable determined by activities.

**Compensation**

Salary ranges are available on the District Bridges website. In addition, District Bridges offers a competitive benefits package including:

- 100% medical insurance coverage at the Silver Level and access to dental insurance at a group rate
- Unlimited PTO
- Paid Federal and Local Holidays (16)
- Access to an organization sponsored 401K plan
- Access to commuter benefits
- Professional development opportunities
- Paid Family leave