



Sr. Director of Marketing & Communications

Reports to: Executive Director of Salesmanship Club of Dallas dotted line to Executive Directors of Momentous Institute and Salesmanship Club Charitable Golf of Dallas

Position Status: Full-Time, exempt

The Sr. Director of Marketing and Communications is an experienced, creative, strategic thinker who excels at messaging, storytelling, and cross-functional collaboration. This position will promote and integrate the work of:

- Salesmanship Club of Dallas, a civic organization of 670 business and professional leaders dedicated to improving children’s lives.
- Momentous Institute, an SCD-sponsored nonprofit whose mission focuses on building and repairing children’s social emotional health.
- The AT&T Byron Nelson, an SCD-operated PGA TOUR golf event that is the primary fundraiser for Momentous Institute, having thus far raised over \$170 million.

Role:

Harnessing all this incredible energy, talent and resources, the Sr. Director of Marketing & Communications will lead the development of integrated, consistent, and inspirational messaging across multiple platforms and to diverse audiences. With a focus on brand awareness, community impact and thought leadership, the Sr. Director will be adept at leading creative direction, copywriting and editing for a wide range of projects, speeches, and campaigns. The successful candidate will be a servant leader who has the vision and passion required to create an emotional connection with supporters, inspiring them to partner with us to help children reach their full potential. This will involve digging deep to translate ideas into action, and to develop and execute meaningful campaigns and strategies to boost stakeholder engagement.

Essential duties and responsibilities:

- Provide unifying leadership with senior staff and Club officers in designing, implementing, evaluating, distributing, and improving a master communications and marketing plans with all key audiences to advance the mission, strategic plans, and resources of the organization. This master plan shall include key, integrated messages across all entities to increase awareness and differentiate our brand.
- Champion culturally relevant ideas and content, particularly in Spanish language.
- Oversee system to create and produce all print and electronic collateral, including websites and social media. Lead generation of online content and promotions that engage target audiences and lead to measurable actions, e.g., decisions about when, how and to whom such communications are most effective.
- Access data and evaluations from a variety of internal and external sources to deliver performance reports, insights, return on investment, and recommendations.
- Strengthen a value-based culture that models social emotional health, embraces partnerships and builds trust.

- Arrange communication training for Club leaders annually and provide speaking points for their interviews, selected presentations, and correspondence.
- Cultivate continuing relationships with local and national media, third party PR firms.
- Mentor and lead a small, dynamic team of marketing & communications specialists.
- Propose and manage a cost effective, annual marketing and communications budgets that include media purchases and trades, as well as, staffing and outsourcing for all deliverables.
- Ensure compliance with salient legal and ethical guidelines and organizational policies and contracts.
- Assume other duties as requested by staff executives.

Educational and Experience Requirements:

- Minimum: Bachelor’s degree in related field.
- Effective team leader in planning, coordination and follow through with minimum of 5+ years in comparable position.
- Demonstrated, successful experience in leading broad communication and marketing programs
- Excellent interpersonal skills to develop collaborative, trusting relationships with Club members, staff, media, and the audiences for our communications.
- Strong, engaging written and oral communication skills.
- Desired personal qualities: initiative, integrity, energy, enthusiasm, flexibility, sense of humor.
- Strong preference for experience in not-for-profit communications and marketing.
- Working knowledge of relevant software.
- Ability to participate in some evening and weekend activities.

Interested:

Applications are currently being accepted and the position will remain open until filled. Candidates from diverse backgrounds are encouraged to apply. Please send letter of interest and resume to:

To apply, please send letter & resume to:

Human Resources Director

Salesmanship Club of Dallas

mmaldonado@salesmanshipclub.org

www.salesmanshipclub.org

No Phone Calls, Please

COVID-19 vaccine is required for all employees as of September 1, 2021. (Momentous Institute/ Salesmanship Club of Dallas is an equal opportunity employer and reasonable accommodations will be considered for valid medical or religious exemptions.)

Momentous Institute/Salesmanship Club of Dallas maintain a policy of non-discrimination for all employees and applicants in every facet of the organization’s operations. Momentous Institute/ Salesmanship Club of Dallas hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.