

Organization, Position & Person Profile



Director, Marketing and Communications

January 2012

The Organization

Back on My Feet (BoMF) is a nonprofit organization that promotes the self-sufficiency of those experiencing homelessness by engaging them in running as a means to build confidence, strength and self-esteem.

BoMF does not provide food or shelter, but instead provides a community that embraces equality, respect, discipline, teamwork and leadership. The organization consists of much more than just running: our members participate in a comprehensive program that offers connections to job training, employment and housing. Those benefits are earned by maintaining 90 percent attendance at the morning runs three days a week for our six to nine month program.

Back on My Feet has chapters in Philadelphia, Atlanta, Baltimore, Washington D.C., Boston, Chicago, Dallas-Ft. Worth, Indianapolis, and will be expanding to New York City in April 2012.

Back on My Feet is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For more information on the organization, please visit:
www.backonmyfeet.org

The Position

The Director of Marketing and Communications reports to the Vice President, Communications and Corporate Relations. The responsibilities of the Director of Marketing and Communications cover four areas:

1. Marketing & Communications (40%)
2. FundRaising (20%)
3. Branding & Merchandise (15%)
4. Events & Campaigns (25%)

Marketing and Communications

The Director of Marketing and Communications contributes to general organizational marketing, communications and branding.

This position leads:

1. Social media (Facebook, Twitter, YouTube, Picasa) for Back on My Feet, 20in24 and expansion chapters, including:

- a. Posts
- b. Content development
- c. Reporting
- d. Monitoring

2. Back on My Feet and 20in24 website updates and maintenance. Back on My Feet will launch a new website in 2012 and this position will play an important role in supporting content development and roll out.

3. The creation, distribution and reporting for a monthly national newsletter and occasional eBlasts.

The Director of Marketing and Communications, along with the VP, Communications and Corporate Relations, is also a resource for the Directors of Communications and Corporate Relations in each Back on My Feet chapter across the country. As a result, the Director assists with creating templates, trainings and other resources for the extended team.

The Director of Marketing and Communications will also manage interns as needed.

FundRacing

“FundRacing” is a unique fundraising program and a major source of revenue for Back on My Feet. BoMF partners with key races and runners can earn an entry in these races by raising money to support Back on My Feet.

The Director of Marketing and Communications manages FundRacing fulfillment, entry sales, promotion and customer service efforts in national markets, as well as with races in expansion cities where he/she manages FundRacing and then transitions ownership to the local chapter. Marketing, training, fulfillment and tracking are all part of this process. This position is responsible for researching new national race opportunities and possibly working with third party consultants on partnership fulfillment.

Events and Campaigns

This position leads all major national events and campaigns, along with related marketing and communications:

1. Annual Back on My Feet 20in24 Challenge (July 14 and 15) – a 24-hour event that includes an ultra marathon, relay races and midnight and sunrise runs. (Visit www.20in24.com for more information.) 20in24 is the organization's largest fundraising event. This position is the liaison with the race management company that produces the event. Depending on the race management company's scope of work, the Director of Marketing and Communications may oversee the core team that works on logistics, volunteers, refreshments, entertainment, runners, permits, safety, sponsors, medical, course management, transportation, event set-up and clean-up and registration. This position also continually assesses the event, working to improve registration and other systems and processes. The Director of Marketing and Communications will also collaborate with his/her team and lead the execution of race marketing, promotion and branding.
2. National Sneaker Week campaign (November) - Companies nationwide register their employees to wear sneakers to work for a donation to Back on My Feet. Key areas for support include:
 - a. Marketing and promotion
 - b. Corporate relations and service for event registrants
 - c. Collateral and resource development
3. 5th Birthday Campaign (July) – This point-of-sale campaign works with a retailer and various brands to raise money for Back on My Feet with product purchases. Key areas for support include marketing and promotion.

Branding and Merchandise

This position leads merchandising efforts including inventory, ordering, vendor relations, product selection (for external sales and internal ordering), promotional campaigns and branding. Back on My Feet currently works with a fulfillment house to fill online orders and will partner with a more robust fulfillment house and create a new online store in Q1 2012. The Director of Marketing and

Communications will be instrumental in this transition and will manage the fulfillment partner going forward.

Qualifications & Experience

- Bachelor's degree required
- Minimum of 4-5 years of work experience in marketing, communications or PR required
- Experience planning and/or marketing races or running events preferred
- Running or sports industry experience preferred
- Work experience must include:
 - Writing brochures, social media posts, fact sheets and other communications and marketing materials
 - Ability to work with designers and printers to produce collateral and promotional items
 - Developing and executing social media, marketing and event promotion strategies
 - Familiarity with and, ideally, experience in executing social media programs with tools including Facebook, Twitter, WordPress, Constant Contact, YouTube, Active.com Website CMS and InDesign
- Strong writing skills and familiarity with AP style
- Ability to operate a digital camera and FlipCam and post videos and photos on social media, including YouTube

Personal Characteristics

- High energy, results oriented individual who can work independently and contribute to a team
- Dynamic personality to convey mission of the organization
- Unequivocal passion for the organization & the Members we serve
- Desire and ability to attend night and weekend events
- Ability to manage time responsibly

- Ability to multi-task
- Detail oriented
- Develops relationships based on trust, confidence and respect
- A proactive, assertive and hands-on individual who is self-motivated and requires limited direction
- Team-oriented and able to build consensus efficiently
- Strong interpersonal skills and ability to adapt quickly to a fast paced, changing environment
- Entrepreneurial, resourceful, energetic and a self-starter
- Unquestionable integrity and highest ethical standards
- Willing to roll-up his/her sleeves, yet not get lost in details

Contacts

For the appropriate individual, Back on My Feet offers a competitive salary, including the opportunity to earn a bonus by exceeding expectations. Excellent benefits include health insurance, vacation, sick leave and generous holiday schedules.

For qualified candidates, please submit resume, cover letter and three writing samples to Gloria Miranda at Gloria@backonmyfeet.org with Director, Marketing and Communications as the subject. Writing samples should include three of the following:

1. Brochure text
2. Flyer text
3. News release or media alert
4. Newsletter
5. Article for newsletter or blog
6. Social media plan
7. Five social media posts for an organization/company & responses