

# We are Good+Foundation.

## **POSITION SUMMARY - DIRECTOR OF MARKETING & EVENTS**

Good+Foundation is a leading national non-profit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers, and caregivers, creating an upward trajectory for the whole family. The organization partners intensively with a vetted network of social service programs to pair goods – such as cribs, car seats, and diapers – with counseling, employment assistance, co-parenting classes, and more. With operations in New York City and Los Angeles, Good+Foundation has provided more than \$112 million in essential goods since 2001. In recent years, Good+Foundation has added a Family Cash Grants microgrants program to its in-kind donation model, providing more than \$1.1 million in cash assistance to date. Visit [www.goodplusfoundation.org](http://www.goodplusfoundation.org) for more information.

Reporting to the Vice President of Advancement, the Director of Marketing & Events will take a fresh and creative approach to their work to develop media strategy and performance metrics for a suite of marcomms that includes corporate campaigns, social media, website, fundraising assets, donor and board reports, prepared remarks, video, and earned media. Additionally, the Director of Marketing & Events will be responsible for bringing ideas and strategy to events from inception through execution and will own the overall planning, coordination, implementation, budgeting, marketing and execution of all Good+ annual events across coasts.

This position is a great opportunity for marketing and events professionals who are seeking greater responsibility and want to lead a marketing and events team. The Director of Marketing & Events will be attuned to giving equal weight to Good+Foundation's mission, impact, and thought leadership while fulfilling branding and marketing deliverables for our donors as well as developing and executing high impact campaigns and events.

The Director will oversee the work of the Social Media and Marketing Coordinator, whose responsibilities include executing on the organization's social media and email marketing operations as well as handling website updates and assisting with design requests. The Director will work cross-functionally, as this position is critical to meeting the overall financial and external-relations goals of the organization.

The Director of Marketing & Events will have duties related to collaborating with PR and publicity consultants for high-profile fundraising and branding events. Further, in consultation with the VP, Advancement, s/he/they will provide and uphold standards for internal- and external-facing communications as well as manage the pipeline for marketing and communications projects.

## **MARKETING & COMMUNICATIONS RESPONSIBILITIES**

- Develop marketing and communications strategy that positions Good+ in the national conversation about poverty eradication and father engagement
- Oversee the work and portfolio of the Social Media and Marketing Coordinator whose primary responsibilities include managing the organization's website, social media accounts, and online giving campaigns, among other duties
- Support Social Media and Marketing Coordinator with graphic design needs and requests
- Provide support for and/or write press releases, talking points, and marketing copy, as needed
- Take the lead on longer-form content pieces (examples include the annual report, corporate decks, etc.)
- Oversee all marketing materials produced by the internal team and outside designers, including video producers, to ensure consistent branding and messaging and address brand breakdowns in real time
- Establish practices and accountability measures for ideating and fulfilling internal and external media and communications requests
- Ensure that social media and marketing opportunities are assessed through a data-informed process, including engagement metrics and open rates

## **EVENT RESPONSIBILITIES**

- Oversee the planning and execution of major Good+ fundraising events (1-2 per year across coasts) and smaller one-off corporate events throughout the year (3-4 per across coasts). Work with external event producers, when appropriate.
- Manage external event producer(s), consultants and staff for the large-scale benefit, which is held approximately every three years in NYC.
- Manage execution of all venue and vendor contracts.
- Secure insurance documents and appropriate city and venue permits for all GOOD+ events, when necessary.
- Design event sponsorships and ticket packages, including working closely with the Director of Corporate Giving and Partnerships and VP of Advancement around strategy for solicitation, communications and tracking.
- Closely track sponsor, package and ticket sales, and donations, updating revenue report (S&R) in real-time. Provide updates to key staff as appropriate.
- Work closely with the Finance Department on event bookkeeping, ensuring timely payment to vendors.
- Oversee budgets and track financials in real-time for all Good+ events. Reconcile all expenses and income with Accounting post-event.
- Work closely with the Director of Corporate Giving & Partnerships to build and execute attractive sponsorship packages based on exposure and marketing opportunities.
- Train and educate staff and volunteers on event procedures, run of show and roles and responsibilities.
- Analyze event performance and prepare post-event reports and metrics.

- Direct and oversee event production and execution; leading front and back-of-house management, including accessibility, registration, setups, signage, staffing plan, security, speaker prep, and triaging other unforeseen elements.

### **ESSENTIAL REQUIREMENTS/EXPERIENCE**

- At least 5 years of professional experience managing communications and/or marketing projects, including PR and social media accounts for an organization, company, or brand
- 1-2 years of supervisory experience
- Experience managing events from concept to event logistics
- Experience with non-profit organizations and knowledge and understanding of the social service landscape
- Familiarity with fundraising communications
- Excellent interpersonal communication skills
- Exceptional skills in copy-editing and setting copy standards
- Proficiency with office applications social media tools, email marketing platforms and current best practices
- Graphic design experience using Adobe Suite, Canva, or other similar design software
- Proven sensitivity to written and spoken voice in preparing remarks for Founder and CEO for public-facing events
- Ability to multitask and manage multiple projects, timelines, and deadlines
- Commitment to DEI
- Passion for the Good+Foundation mission

**Salary:** \$90,000 - \$95,000 a year annually, with a benefits package that includes fully covered health insurance, a 403(b) retirement plan with a 3% match after two years of employment, FSA and childcare spending accounts, as well as 14 paid holidays, 3 weeks paid personal and vacation time, and 6 sick days.

**Location & Schedule:** This is a hybrid position - the position will be onsite 3 days a week at our New York, NY office. Occasional evenings and weekends as needed.

**To Apply:** Please email your resume and cover letter to HR Manager, Eve Blane, [eve@goodplusfoundation.org](mailto:eve@goodplusfoundation.org).