

## JOB ANNOUNCEMENT

### *Director of Marketing + Community Engagement*

#### Organization Description:

The Contingent is a 501 (c) (3) venture non-profit focused on sparking and holding initiatives to empower leaders and mobilize community for the common good. Since our inception we have leveraged the perspectives, skills and needs of people of color and low-income Oregonians to challenge the status quo and positively transform our communities: from the four corners of the block to the four corners of Oregon. We ask hard questions. We take risks. And we link arms with our neighbors, including business partners, faith communities, and government agencies.

From mentoring, to mobilizing volunteers, to restructuring systems that are designed to work for some at the expense of others, we prioritize empowering and mobilizing leaders to transform their communities. For more information about the initiatives of The Contingent, please visit [www.thecontingent.org](http://www.thecontingent.org).

#### Position Summary:

The Director of Marketing + Community Engagement will lead The Contingent's efforts to become world-class in the way the organization's initiatives send messages to Oregonians (and beyond), which should yield tens of thousands of inquiries. As The Contingent seeks to demonstrate excellence in mobilizing community and empowering leaders across Oregon, this director will work with the CEO, Director of Technology, and the Director of User Experience to champion the development of The Contingent's theory of change in activating Communities to get involved in their communities. As such, the Director of Marketing + Community Engagement will lead The Contingent in:

- Managing and leading a marketing team
- Leading brand strategy for all of The Contingent's brands including: The Contingent, Every Child Oregon (and it's onramps), Know Me Now, Act Six, Emerging Leaders, SINE, Civic Forum, and Stark & Main.
- Visioning advertising efforts across the organization to assure inquiries
- Championing evidence based continuous improvement and information sharing to develop a market segmentation strategy.

With data as their foundation, the Director of Marketing + Community Engagement will be passionate about telling the story of The Contingent's initiatives in a persuasive and compelling fashion. The result will be a compelling narrative about the power of what happens when a group of people are trained for action.

The Director of Marketing + Community Engagement will report to the CEO, join the management team at The Contingent, and supervise the Assistant Director of Communications and two Communications Coordinators.

The ideal candidate will have extensive experience in innovative digital marketing, highly effective storytelling, creative advertising using analytics, and social media brand and audience building. | The Director of Marketing + Community Engagement will be a strategic, creative, collaborative, and highly-communicative leader.

## Duties & Responsibilities:

### Marketing and Communications Strategy

- Developing seasonal creative strategy and marketing campaigns for The Contingent and its initiatives
- Determine measurable outputs and outcomes, mapping evaluation activities along program deadlines
- Maintain a cutting-edge learning posture using external research, internal evaluation and cycles of inquiry to determine quick changes/alterations that need to be made
- Partner with CEO to share marketing and communications learnings with national nonprofit and philanthropy leaders as The Contingent investigates the sharability of its work.

### External data, analytics & insights

- Develop the system and capabilities to more deeply understand the needs, values and experiences of The Contingent's stakeholders (including internal staff and external constituents)
- Study user data (customer acquisition cost, churn, cost-per-click, etc) to ensure return on ad spending (ROAS) across marketing channels.
- Studying email lists and developing conviction regarding most effective email marketing efforts.
- Compellingly communicate practical implications that derive from these insights, rooted in a deep understanding of The Contingent's intended impact across initiatives

### Oversight of creative design and product output

- Oversee Assistant Director of Communications to ensure healthy vendor partnerships that create a pace to meet expectations regarding design, production, ad spends, website quality, and product releases.
- Leading all brand aesthetic and messaging clarity efforts. This process likely to include convening of marketing and field staff.
- Develop affiliate, influencer, and marketing partnership efforts

## Knowledge, Skills, and Abilities:

- Experience in successfully working with a diverse group of constituents utilizing multi-cultural intelligence, intentional listening, and appreciation and respect
- Demonstrated ability in strategic oversight of data analysis driving marketing decisions
- Demonstrated ability to create marketing designs and campaigns within set timelines
- Demonstrated passion in using narrative, icons, digital imagery, and video to tell daily stories
- A willingness to be "hands-on" and work in a lean, fast-paced organization
- Passion to grow quickly
- Passion to network and share learnings with national-level leaders
- Possess cultural and emotional intelligence and an ability to work with a diverse group of leaders
- Effective project manager with a focus on being self-directed and goal-oriented, proactively collaborating externally and internally
- Proven track record in leading staff teams including coaching and motivating teams to be successful and achieve their role expectations and goals

### Personal Qualifications:

- Commitment to the mission of The Contingent, including Every Child, Know Me Now, Emerging Leaders, and Survival Is Not Enough (SINE)
- Relates well and works effectively with diverse groups of people who represent the range of ethnic, cultural and socio-economic backgrounds throughout Oregon
- Ability to articulate a position on the importance of the faith community engaging vulnerable children, youth and families
- Deep commitment to serving vulnerable kids and families and those in government who work with them
- Deep commitment to increasing the diversity of leadership around the state of Oregon
- Demonstrates a passion for operational, administrative, and project management excellence
- Bachelor's degree required; Master's preferred
- Minimum of five years of a proven track record in cutting edge marketing
- Minimum of five years' experience in managing teams and working with partners
- Flexible and receptive to constructive feedback
- Self-motivated and systems-oriented
- Entrepreneurial and resilient
- Naturally positive attitude, with a love for helping people
- Legally eligible to work in the United States

### Employment Terms, Accountability, and Compensation:

- Full-time position
- Competitive salary, commensurate with prior experience
- Work with local and state-wide team of other passionate professionals committed to improving outcomes for children, youth and families
- Comprehensive benefits including premium medical, vision, and dental insurance (covered fully for employee), generous paid holiday, vacation, sick, personal and parental leave; flexible work environment

### Anticipated Start Date:

June 1, 2021

### Application Procedure:

Those interested in this position should submit a letter of interest and a resume that includes name, positions, email addresses and phone numbers of three references that may be contacted. Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled.

Application materials should be emailed to [hire@thecontingent.org](mailto:hire@thecontingent.org).