



# Director of Communications and Marketing

*Posted: September 2019*

## About GEO

The GEO community makes the difference between grantmaking as usual and transformational change. We're more than 6,600 grantmakers working together to turn a hunger for more effective philanthropy into clear pathways for achieving it. We're cutting through the noise to lift up the practices that matter most to nonprofits.

The GEO community gives grantmakers the opportunity to work with others navigating the same journey to improve. With conferences focused on solving of-the-moment challenges, regular opportunities for peer learning, and publications that lift up best practice and examples from peers, GEO speeds grantmakers' progress on the road to effectiveness. Four out of five GEO members outpace the field in adopting smarter grantmaking practices. To learn more about how GEO is making faster progress possible, visit [www.geofunders.org](http://www.geofunders.org).

## Position Description

The Director leads a full range of communications and marketing strategies to advance GEO's mission and uses communications to drive field-level change. In particular the Director will build out communications strategies and processes that enable us to deliver a call to action for grantmakers to strengthen nonprofits and communities. The Director will report to a member of senior team (a vice president), will work closely with senior staff members and supervises the communications specialist. The Director is a brand champion and strategic thinker who develops and executes long term, national communications campaigns that use both traditional and new media approaches. S/he is driven to understand GEO's audiences and develops feedback processes and opportunities for members to influence and inform communications strategies. The Director is a superb writer and meticulous editor who helps GEO position its messages with its target audiences. S/he has strong supervisory, facilitation, management and organizational skills to develop GEO's communications infrastructure. The Director is committed to working collaboratively with colleagues and partners, and using data to inform communications strategy and decision-making.

## How to Apply:

Interested applicants should submit a resume and cover letter to [hr@geofunders.org](mailto:hr@geofunders.org) with the subject line: GEO Director of Communications. GEO will review applications on an ongoing basis until the position is filled. We will give preference to applications received by **October 18, 2019**. We will not consider applications without a cover letter. In your cover letter, please address the following:

- Why are you a good fit for this position?
- Describe your approach to managing a Communications Department/Team.
- What are your greatest professional strengths and weaknesses?
- What appeals to you about working at GEO?

## **If you were working with us, here are some of the things you would have done last week:**

- Wrote a memo featuring insights and lessons learned this quarter about progress in implementing the annual communications strategy.
- Facilitated a meeting to generate messaging and framing that will be used in the marketing campaign for a new publication on grantee inclusion.
- Advised the CEO on potential themes and topics for an upcoming blog series in the Huffington Post or other marketing sources.
- Worked with Communications Specialist to update website.
- Begin the 2020 budget framework for the department.
- Planned a design lab with GEO members at our 2020 National Conference that will help us reframe “capacity building.”
- Ghost wrote a blog post for CEO about racial equity as an effectiveness imperative.

## **Qualifications**

- Creative thinker with 8-10 years of experience in strategic communications and marketing
- Understanding of best practices in using communications campaigns to stimulate behavior change
- Track record in managing and developing a diverse group of people in an inclusive way
- Experience developing organizational messaging for diverse audiences on topics including race, racism and equity
- Experience leading and/or navigating an organizational change process
- Passion for brand strategy and management, including ability to inspire and guide others in embracing an organization’s brand
- Understanding of nonprofits and philanthropy
- Strong writing and facilitation skills

## **Salary and Benefits**

GEO offers a competitive salary (\$80k’s-90k’s) and a generous benefits package, including 100 percent employer paid health insurance, three weeks of vacation, twelve sick days, a 7 percent employer retirement contribution, a commitment to professional development and growth, along with a Metro accessible location in downtown D.C.

*Grantmakers for Effective Organizations is an equal opportunity employer. GEO is committed to equal employment opportunities in recruitment, hiring, promotion, training, compensation and disciplinary action with regard to the terms and conditions of employment. GEO does not discriminate on the basis of race, religion, national origin, color, age, sex, disability, veteran status, sexual orientation, gender identity, marital status, personal appearance, family responsibilities, matriculation, political affiliation or any other legally protected characteristic.*