



Together, we create life-changing wishes for children with critical illnesses.

Title: Director of Marketing and Communications
Reports To: CEO
Status: Full-time; Exempt
Location: Atlanta, GA

Overview of Role:

The Director of Marketing and Communications is responsible for overseeing the collaborative marketing and communications strategy and implementation at Make-A-Wish Georgia; to build brand awareness, loyalty, and engagement with local media, and drive donor acquisition and retention. We seek a dynamic storyteller with a heart for our mission and a drive to apply strategic communications content and campaigns across a variety of online and offline channels.

Essential Functions and Duties:

STORYTELLING

- Produce compelling copy for the Development team, particularly in support of special events and corporate activations; Mission Delivery Team (volunteers, medical referral, and outreach communications); Marketing (constituent profiles, ad copy, media pitches).
- Identify and steward wish families post-wish for external engagement opportunities and storytelling.
- Manage and write special publications including impact reports and chapter annual reports.
- Cultivate and direct freelance videographers, photographers, and editors to create high-quality program and mission advancement-focused videos and photos for chapter usage.
- Knowledge of editing in-house videos, collateral, speeches, scripts, etc.
- Supervise marketing and communications staff and administer the day-to-day communications strategies including budgeting, planning, and resource development.
- Oversee the management of the chapter's social media accounts and website, ensuring the development of dynamic and impactful content. Ability to analyze data points for strategic efforts and presentations.

MEDIA RELATIONS

- Identify and build strategic relationships with media outlets to promote the Make-A-Wish mission locally.
- Serve as spokesperson for Make-A-Wish for media opportunities and provide media coaching to other staff, as needed.
- Work with the Mission Delivery team to identify newsworthy wish stories and testimonials.
- Coordinate media pitches and fulfill media requests.
- Serve as communications and marketing staff lead to help plan, support, and execute media-sponsored campaigns.
- Create and oversee all written and digital marketing collateral and media materials for the chapter.
- Assist with PSA distribution.
- Manage media monitoring process and tracking reports.

DIGITAL FUNDRAISING

- Ultimate responsibility and oversight of the Chapter's digital fundraising efforts.
- Manage the Digital Marketing Manager who oversees our brand positioning and fundraising throughout our digital enterprise—including social media, chapter website, and email marketing channels.

PUBLIC SPEAKING

- Consult with the Development and Wish departments to recommend speakers for internal events.
- Provide direct support to staff for internal and external events such as speech writing, management of media, oversight of photography as well as some wish-granting duties as needed.
- Coach and prepare speaking representatives for internal and external events including CEO, Wish Kids and Families, and volunteers.

BRAND MANAGEMENT

- Review and approve internal and third-party materials to ensure brand standards are being met.
- Manage crisis communications and serve alongside the CEO as the local point of contact for crisis management.

Qualifications:

- BA/BS or equivalent combination of education and work experience.
- A minimum of 7 years of related work experience in communications, marketing, journalism, public relations, and/or brand management.
- Proven ability to manage and lead others.
- Understand and is proficient in media relations, including the tools that are used to manage those efforts and build relationships.
- Strong verbal and written communication skills.
- Excellent time management, organization, and independent judgment skills.
- Detail-oriented and well-organized. Ability to meet deadlines while managing a wide variety of projects simultaneously.
- Develop creative ideas that support a lean environment to efficiently manage local and national resources and meet budgetary limitations.
- Possess a collaborative approach that will result in a strong inter-departmental and Chapter structure, ensuring success for all.
- Strong PC skills with proficiency in Office 365 and the Adobe Creative Suite.
- Respects, values, and contributes to the organization's commitment to inclusiveness and diversity.

OTHER REQUIREMENTS

- Ability to sit and utilize a computer for long periods.
- Physical ability to push/pull, squat, twist, turn, bend, stoop, and reach overhead.
- Regular attendance in the office is an essential function of the job. Reasonable accommodations may be made to assist individuals with disabilities to perform essential job functions.
- Willingness and ability to work flexible hours and/or weekends when needed for internal and external events (Wish Ball, Walk for Wishes, Trailblaze, etc.)

What We Offer:

- Competitive compensation for similar nonprofit roles
- Comprehensive benefits package: Medical, Vision, Dental
- Company provided Short Term Disability, Long Term Disability, and Life Insurance
- 401(k) Retirement Savings Plan and Organizational Match
- Hybrid office environment
- Generous PTO Program
- Connection to an awesome culture - purpose-filled and supported by service-minded individuals

About Make-A-Wish® Georgia:

Since 1995, Make-A-Wish® Georgia has been creating life-changing wishes for children with critical illnesses. Make-A-Wish is an equal employment opportunity (EEO) employer and does not discriminate based on age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual

orientation, gender identity, and/or expression, genetic information, marital status, status regarding public assistance, veteran status, or any other characteristic protected by federal, state, or local law.

To apply, email your cover letter, resume, and salary range to jobs@georgia.wish.org