

Position Description

Position Title: Director of Marketing and Communications	Supervisor: President & CEO
Department: MarCom	Full or Part Time: Full time
FLSA Status:	Salary Range: \$65,000 – \$75,000
Position Code:	Revision Date: 01-05-2023

Position Summary

SORI seeks an enthusiastic, experienced leader who will be responsible for directing a comprehensive marketing and communications strategy. This exciting leadership opportunity will direct overall earned, paid, social and digital media efforts.

Key Duties and Responsibilities

The Director of Marketing and Communications is responsible for developing and implementing marketing and public relations plans that encompass strategies to educate and promote the overall mission of the organization and assists with corporate engagement and relations. Reports to the President and CEO.

Essential Functions/Position Responsibilities

- Directs statewide marketing and communications program.
- Ensures a consistent, accurate and positive representation of SORI in all communications and public relations efforts, both internally and externally.
- Oversees and assists brand and logo guidelines to ensure a consistent, accurate and positive representation of SORI in all communications and marketing efforts, both internally and externally.
- Implements national campaign materials including Integrated Direct Marketing Fundraising (IDMP).
- Coordinates the design and publication of printed materials including, but not restricted to, annual report, newsletters, handbooks, advertisements, fact sheets and all event-oriented pieces.
- Directs all marketing, publicity and media activities for all Sports Events, Torch Run Events and Major Fundraising Events, to include news releases, programs, on-site media and advertising.
- Directs contracted photographer(s) and videographer(s).
- Curate and maintain digital photo and video library for SORI promotional and educational needs.
- Develops and maintains relationships with key media members to amplify messages and maximize impact for program and fundraising events.
- Directs crisis communications efforts.
- Maintains SORI website, and social media platforms (Facebook, Twitter, LinkedIn, Instagram).
- Writes and designs monthly statewide e-communications.
- Directs and produces SORI athlete news program (SORI Magazine).
- Coordinates and produces promotional and video segments.
- Serves as an ex-officio member of the SORI Marketing & Communications, Family Support Network and Fundraising committees.
- Assists with athlete leadership programming.
- Serves as corporate liaison to SORI partners as assigned by the President & CEO.
- Serves as a member of Games Management Team for State Summer Games including, but not limited to, Opening Ceremonies and media partners.
- Attends national and regional conferences as they relate to marketing, communications and/or organizational representative.
- Manages MarCom department budget and strategic planning/goal setting
- Promotes Diversity, Equity and Inclusion policies and practices in alignment with SORI and SOI Diversity, Equity and Inclusion requirements.
- Performs other duties and responsibilities as assigned by the CEO

Qualifications & Requirements

- Bachelor's degree in marketing or business administration or a related field is required.
- 5-7 years of increasingly responsible work in Marketing
- Proficiency with Microsoft Office software and other marketing and graphics software.
- Experience with creative design for hard copy collateral and digital media.
- Proficiency in social media and website maintenance.
- Excellent interpersonal skills, including the ability to represent the agency in a professional manner to both external and internal audiences. Must be able establish and maintain effective relationships with donors, community groups, volunteers and participants.
- Excellent oral and written communication skills.
- Self -starter with demonstrated abilities to handle marketing promotions.
- Ability to analyze, evaluate and utilize data to monitor effectiveness of marketing efforts.

Special Olympics of Rhode Island operates as an Equal Opportunity Employer and an Affirmative Action Organization. SORI provides equal employment opportunity to all qualified applicants and employees without regard to race, religion, color, sex, age, national origin, marital status, veteran status, sexual orientation, gender identity and mental or physical disability.

Interested candidates should submit a cover letter and resume to careers@specialolympicsri.org or visit <http://www.specialolympicsri.org/>.

ESSENTIAL FUNCTION				
ESTIMATE OF PHYSICAL, ENVIRONMENTAL & MENTAL REQUIREMENTS				
Physical Requirements	Rarely (15%)	Occasional (15% - 40%)	Frequent (40% - 70%)	Continuous (Over 70%)
Lifting under 40 lbs.		X		
Lifting over 40 lbs.		X		
Dusty Environment	X			
Cramped Quarters	X			
Using Oil or Chemicals	X			
Standing		X		
Climbing Ladders	X			
Uneven Surfaces	X			
Exposure to Fumes/ Odors	X			
Exposure to Heat / Cold Temps		X		
Working Inside and Outside		X		
Climbing Stairs	X			
Sedentary Work	X			
Typing / Data Entry/ Computer		X		
Stooping	X			
Driving		X		
Walking		X		
Walk on Wet, Uneven, Slippery Surfaces	X			
Phone Communications			X	
Bending	X			
Twisting Neck	X			
Bending at Waist	X			
Crawling	X			
Working in Confined Space	X			
Simple hand grasping 1 or both hands	X			
Fine manipulation 1 hand	X			
Fine manipulation both hands	X			
Repetitive Movement: Hand, Arms	X			
Reaching below shoulder height	X			
Reaching above shoulder height	X			
Repetitive movement: foot	X			
Kneeling	X			
Driving		X		
Hearing			X	
Operating Moving Equipment (Fork Lift, Tractors, Movers, etc.)	X			
Reaching/Pulling/Pushing	X			
Acuity, Far – Clarity of vision at 20 feet or more	X			

Acuity, Near – Clarity of vision at 20 inches or less	X			
Physical Requirements	Rarely (15%)	Occasional (15% - 40%)	Frequent (40% - 70%)	Continuous (Over 70%)
Depth Perception – Three-dimensional vision. Ability to judge distances and space relationships.	X			
Field of Vision – Area that can be seen up and down or to right or left while fixed on a point.	X			
Accommodation – Adjustment of eye to bring object into sharp focus- Important for near point work.	X			
Color Vision – Ability to identify and distinguish colors.		X		
Cognitive Requirements	Rarely (15%)	Occasional (15% - 40%)	Frequent (40% - 70%)	Continuous (Over 70%)
Communications Oral				X
Communication Written			X	
Mechanical Concepts		X		
Interpreting Skills			X	
Implementing			X	
Evaluating			X	
Organizing				X
Consulting			X	
Analyzing			X	
Presenting			X	
Supervising				X
Ability to Deal With:				
• Stressful situations		X		
• Trauma, grief, death		X		
• Public Contact				X
Decision Making			X	
Work with Others				X
Work Alone			X	
Concentration			X	
Comprehend and follow instructions			X	
Relate to Others			X	
Influence Others			X	
Perform complex or varied tasks		X		

Additional Comments: