



Title: Marketing and Communications Director

Reports to: Executive Director

Job Location: Cleveland office

Benefits: Health, Dental, Vision and Retirement, Paid Time Off, Holidays

Date Posted: December 2023

To Apply: Contact Diane McNally from McNally Consulting at diane@dmcnallyconsulting.com

Overview of Kinnect:

Kinnect is a private non-profit that was founded in 2005. Kinnect leverages its leadership expertise to design programs, products and services that transform the child welfare system. Kinnect leads innovation to reduce the time that children spend in the child welfare system and to prevent entry into the child welfare system. Kinnect achieves this by partnering with organizations to transform beliefs, values and actions to ensure permanent families for all children in the shortest time possible. We believe that childhood is a fundamental human right and that all children deserve permanent families. We believe that every day that a child is in foster care, separated from their kin and community is a day in crisis. We embrace hope, possibility and innovation and we treat everyone with dignity and respect.

POSITION SUMMARY

The Marketing and Communications Director is accountable for facilitating the design and deployment of the Kinnect Marketing and Communication plan. This person will support and strengthen the marketing and communication infrastructure that plays a critical role in supporting the execution of Kinnect's mission and strategic plan. Responsibilities include planning, development, and implementation of marketing strategies and communications, both external and internal. The Director will also ensure that the organization's message is clearly defined and distributed across all channels and targeted audiences, as well as the coordination of the organization's marketing budget. This vital role contributes to and oversees the development of informational materials, communication strategies for Kinnect's various audiences, program support materials, website content, learning management system (LMS) content, and social media content for the organization and individual programs. Kinnect is seeking candidates that are highly motivated, organized, able to manage multiple projects simultaneously, able to demonstrate working positively with others across the organization and with outside consultants, be able to handle ambiguity, and be flexible. The ability to supervise and coach others to achieve the mission, vision and values of the organization is critical.

Essential Functions:

Marketing and Communication

- Reflect, articulate, and promote the mission, vision, and identity of Kinnect, its strategic plan, and its programs.
- Develop and execute comprehensive marketing, communications, and public relations that will enhance the organization's image and position through internal and external channels.
- Lead marketing efforts for the organizations training offerings and consulting services that are available to all agencies and partners providing services to children, young people, and families - in Ohio and nationally.
- Set the tone for messaging and portraying Kinnect's mission and vision internally and externally.
- Establish relationships with media outlets that provide opportunities to learn about the mission of Kinnect.
- Support public relations activities including the creation and distribution of press releases.
- Direct and implement the organization's advertising and promotional activities.
- Ensure articulation of Kinnect's desired image and assure consistent communication throughout all channels. Uphold protocol to safeguard a uniform Kinnect (uniform fonts, logos, pictures, aesthetics). Supervise and develop the internal team in driving brand message across internal and external audiences.
- Ensure the review of and support for the Crisis Communication Plan for Kinnect.

Social Media and Newsletter Design

- Design, develop and execute social media content as well as create and manage the social media calendar.
- Support digital outreach and social media campaigns with donors as it relates to fundraising activities that includes events, appeals and other outreach.

Collaboration

- Develop and execute public relations campaigns.
- Ensure outreach, collaboration and engagement efforts with key stakeholders (local and state government, private providers, non-profits organizations, community-based services, children, young people, caregivers, families).
- Develop and support internal communications as it relates to what key messages are communicated, why they are communicated, and how they will be communicated.

Strategy

- Analyze target market information and program data to identify and recommend effective marketing approaches.
- Identify new market segments that will benefit from understanding Kinnect's programs and services.

- Drive the organization's brand strategy, including assistance redefining and reimagining the organization's current brand strategy to ensure proper alignment with the organization's strategic plan.
- Set and achieve strategic goals related to social media metrics, advertising, and marketing campaign initiatives.
- Manage marketing distribution channels including website, email, social media, and print.
- Lead special projects as assigned, such as special event support, re-branding/logo development, and communication plans.
- Provide expertise incorporating inclusion, diversity, equity and access (IDEA) approach into development of materials.
- Lead communication, marketing, and awareness efforts to create a KinFirst culture with all internal and external stakeholders.

Guiding Principles and Competencies:

Partnership: Bringing our collective experience and skillsets to relationships that support our connectedness and achievement of our mission.

- I build constructive and effective relationships to find common ground and solve problems
- When I participate in teamwork, I will ensure that I am giving everyone accurate and timely information as needed to move forward on our common goals
- I reprioritize when needed and create focus to strengthen partnerships throughout times of change
- I strive to help people feel included, respected, and valuable about being a member of the team

Inclusion, Diversity, Equity and Access (IDEA): As a learning organization, we pledge to ongoing and sustained work in diversity, equity, inclusion and accessibility through collaboration with families, communities, Kinnect team members and our partners.

- I pause for self-reflection and to analyze my own assumptions, behaviors, and previous/current experiences
- I take responsibility for my own growth and development in this space (i.e., self-education through TED Talks, books, articles, and how new information can be applied in practice)
- I am willing to speak up if I witness exclusionary behaviors, bias, and discrimination
- I give other's grace in our learning journeys, we give each other time to process, and we give each other the space to circle back
- I strive to be a catalyst for change, thought partner and leader in bridging the work of systems innovation and disruption, anti-racism, and transformation
- I foster belonging by committing to centering the voices of those who have been historically and are presently marginalized
- As a learning organization I pledge to ongoing and sustained work in diversity, equity, inclusion and accessibility through collaboration with families, youth, communities, Kinnect team members and partners

Innovation: Continuous and dynamic process where creative ideas are valued, discussed, and implemented to significantly disrupt routing and prevailing structures.

- I am willing to share my ideas, even the new and unique ones, when brainstorming, problem solving and in my daily work
- I explore issues through a lens of equity and inclusion by co-creating solutions with people, not for people. I am committed to centering and elevating the voice of those we serve, whether it be families, youth, caregivers, team members or our partners. I am willing to design programs and solutions for the future we want to have.
- When faced with challenges, I remain curious, look beyond the obvious and my own lens and perspective to push myself to look for multiple solutions even though I might not have all the answers. I am open to iterating and continuous learning
- I choose to view failure as an opportunity to learn

Integrity: Having the courage to live the Kinnect values of dignity, respect and honesty.

- I strive to be self-aware and open to feedback that allows for development and growth
- I stay aligned with Kinnect's values while maintaining flexibility to incorporate new ideas and perspectives
- During difficult times, I strive to maintain composure, self-regulate, maintain my sense of self-awareness and stay in empathy when working through issues
- I take responsibility for contributing to high quality and inclusive end results, for the good of the greater team
- I take responsibility for my own boundaries, self-care, and rest so that I am able to engage meaningfully in my work at Kinnect

Outcome Focused: We strive to measure our work, to pivot, iterate, and improve to accomplish desired results.

- I make time and space to assess process, progress, and results
- I work with my team to make sure we all have up-to-date information so we can make accurate and informed decisions
- I ask for what I need to be able to contribute and perform to the best of my ability
- I keep families, youth, community partners and Kinnect team members in mind when creating goals and throughout the course of the project

Communicate Effectively: Develop and deliver communications using various methods that conveys a clear understanding of the unique needs of the different audiences we communicate with.

- Attentively listens to others
- Provides timely and helpful information to others across the organization
- Encourages the open expression of diverse ideas and opinions
- Ability to utilize multiples communication methods such as telephone, email, letters, reports, to name a few to share information and to keep people informed of progress or what is needed

Leadership Acumen:

Understands the complexities involved in organizational functioning as it relates to people, to overall strategy, and to policies/procedures. Is able to achieve high quality results through informed decision making and applying knowledge from experience, education and through partnerships.

- Comfortably navigates through complex policies and processes
- Successfully manages team related dynamics
- Gains the confidence and trust of others through honesty, integrity, and authenticity
- Understands the meaning and implications of key data indicators and decisions.
- Interprets and applies data analysis to generate, evaluate, and act on strategic options and opportunities

Effective Team Development

Ability to build strong identity teams that are inclusive and can apply their diverse skills and perspectives to achieve common goals.

- Creates a sense of belonging and strong team identity that allows members of the team to apply their diverse skills and perspectives to achieve common goals
- Develops people to meet both their professional goals and the organization's goals through coaching, feedback, exposure, and stretch assignments
- Fosters innovation and learning from mistakes to support individuals and the team in achieving the mission and vision of the organization
- Demonstrates self-awareness and actively seeks new ways to grow and be challenged

Administers and Supports Efforts to Achieve Goals

Provides leadership and direction to the team to ensure success in achieving common goals. Is able to provide appropriate support, guidance and accountabilities to achieving organizational goals.

- Provides direction and delegation by planning and prioritizing work
- Intervenes to remove obstacles when needed to achieve organizational goals
- Holds self and others accountable to meet commitments and results
- Focuses on continuous improvement by marshaling resources and orchestrating multiple activities to accomplish goals
- Builds partnerships and works collaboratively with others to meet shared objectives

Manages Complexity and Innovation

Understands and is skilled in making sense of complex situations and challenges to effectively resolve issues. Has skills and an understanding on how to support the use of innovation and implementation science to understand opportunities and challenges that arise at the organizational level and within teams.

- Asks questions and acquires information to make quality decisions that effectively solve problems
- Adapts approaches to match different situations and shifting demands
- Effectively builds formal and informal relationship networks inside and outside the organization to exchange ideas and resources
- Cultivates innovation and actively learns through using both successes and failures as growth opportunities

Education/Qualification:

- A bachelor's degree in marketing, advertising, communication, business administration or a related field is preferred.
- Prefer 5+ years of experience in marketing, communications, or public relations with demonstrated success, preferable in the not-for-profit
- Excellent writing, editing, proofreading, layout and design skills
- Experience overseeing the design and production of print materials and publications
- Communicates clearly and concisely through oral and written mediums
- Knowledge using social media and websites as effective communication devices including understanding of current trends in marketing and communication approaches
- Commitment to working with shared leadership and in cross-functional teams
- Creativity and the ability to blend attractive design and high functionality in all projects
- Proficiency with HTML, content management systems, and design software
- Established roster of media and PR contacts
- Proficiency in Microsoft Office Suite, as well as experience working with customer relationship management systems.

Inclusion Diversity, Equity, and Access:

Kinnect is committed to fostering, cultivating, and preserving a culture of inclusion diversity, equity, and access. These commitments are not just part of our value system but are at the core of our intentional actions to eliminate systemic barriers that have produced inequities based on differences.

We commit to a sustained investment of time, resources, and people to advance equitable realities for our employees, and for the children, families, and communities that we serve. We do this by intentional advocacy for social justice and the continuous scrutiny of the systems that we create and those in which we operate.

Our employees are the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and success, as well.

We embrace our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and intellectual or emotional ability, political affiliation, race, religion, sexual orientation or identity, socio-economic status, parental or family status, medical or genetic status, veteran or disabled veteran status, and other characteristics that make our employees unique.

Kinnect's inclusion, diversity, equity, and access initiatives involve, but are not limited to, our practices and policies on recruitment and selection; compensation and benefits; professional development and training; promotions; transfers; staffing decisions; terminations; and the ongoing development of an inclusive work environment.

Equal Opportunity Employment:

Kinnect maintains a policy of nondiscrimination toward all employees and applicants for employment. All aspects of employment with us will be governed on the basis of competence and qualifications and will not be influenced in any manner by race, color, religion, gender, or gender identity or expression, age, sexual orientation, sexual expression or identity, national origin, physical, intellectual or emotional ability, marital or partnership status, parental or family status, medical or genetic status, veteran's or disabled veteran status, in accordance with applicable federal, state and local laws governing nondiscrimination in employment. Employment Posters stating current regulatory and legal requirements are posted in Kinnect's main office and on the intranet.

Working Conditions:

- Travel required, as needed. Must have access to own transportation.
- This job requires occasional overnight travel
- Kinnect as an organization has a Hybrid Work Model that combines remote and on-site work at Kinnect, as well as routine on-site or in-person work with team members, partner sites, community events, and direct service in the field.
- This role will utilize standard office equipment that will be provided by Kinnect

Hiring Process:

- Background Check Information: The final candidate selected for the position will be required to undergo a criminal background check. Criminal convictions do not necessarily preclude an applicant from consideration for a position. An individual assessment of an applicant's prior criminal conviction(s) will be made before excluding an applicant from consideration.

Disclaimer: The above statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.

Kinnect maintains a policy of nondiscrimination toward all employees and applicants for employment. All employment decisions at Kinnect are based on organizational needs, job requirements and individual qualifications, and will be governed on the basis of competence and qualifications and will not be influenced in any manner by race, color, religion, gender, or gender identity or expression, age, sexual orientation, sexual expression or identity, national origin, physical, intellectual or emotional ability, marital or partnership status, parental or family status, medical or genetic status, veteran's or disabled veteran status, in accordance with applicable federal, state and local laws governing nondiscrimination in employment. Employment Posters stating current regulatory and legal requirements are posted in Kinnect's main office and on the intranet.