

Marketing & Communications Director

Job Description

Employment Type: Full-Time
FLSA Status: Exempt
Department: Marketing and Communications
Reports to: Chief Impact Officer
Location: Downtown Honolulu, Laniakea building

Organization Overview

The mission of YWCA O'ahu is to empower women and eliminate racism. Across three locations on O'ahu, YWCA provides services within the pillars of: Business and Leadership, Workforce Development and Economic Advancement.

Job Summary

Primary Purpose

The Marketing & Communications Director leads all marketing and communication efforts for YWCA Oahu, including its three properties, and provides strategic guidance and support to all programs across the organization. This role develops and implements strategic communication efforts, oversees the creation of marketing materials, and manages YWCA Oahu's brand across all channels. The Director also builds the mission-aligned training and tools that enable staff and volunteers to communicate the value of YWCA Oahu to members and the community.

Essential Duties

Strategic Marketing & Communications

- Responsible for the development and implementation of all creative, messaging, promotions, and media opportunities to reach and influence key market segments such as prospects, donors, and members.
- Dedicated to serving YWCA Oahu's mission.
- Oversee writing and editing of YWCA O'ahu communication materials (press releases, newsletters, annual report, etc.) and ensure all communication messages are reviewed for accuracy, marketing effectiveness, fundraising alignment, and adherence to YWCA Oahu brand guidelines.
- Build cross-functional relationships with YWCA Oahu Program Directors and community partners to manage and implement advertising, sponsorship, printing, design, media, and special project needs.
- Create and maintain project management schedules for marketing and communication campaigns and deliverables.
- Act as primary department contact and resource for staff and outside designers, printers, and vendors.

Department Leadership & Management

- Oversee the entire Marketing & Communications department and provide direct management to the Marketing Director and/or Coordinators.

- Provide leadership, mentorship, and training opportunities that keep the team engaged, skilled, and growing.
- Provide staff evaluations to determine how effectively individual performance impacts marketing plans to meet objectives and promote team development.

Online Presence Management

Manage YWCA Oahu's complete online presence, including the Association website, social media platforms, email marketing efforts, and all digital presence representing YWCA Oahu.

- Website: Proficient in website building and editing through designated hosting platform; implement updates and changes that create an optimal experience for the end user. Collaborate with Program and property Directors to co-create content and ensure the website is current, accurate, and reflects timely web updates throughout the year.
- Responsible for monitoring the website and all other online platforms to ensure YWCA Oahu is mission-aligned, consistent with branding, and well represented.

Social Media & Content Creation

- Oversee and manage YWCA Oahu social media profiles across Facebook, Instagram, LinkedIn, and TikTok.
- Provide cross-collaboration and support to the various properties and programs on their respective social media accounts.
- Must be creative-minded and current on social media trends, with the ability to craft creative content across different mediums, including static posts, video, and other emerging formats.
- Paid Social Media: Knowledge of how to produce paid social media advertising through Meta (Facebook and Instagram), including audience targeting and campaign setup.

Email Marketing

- Proficient in email marketing using the agency designated platform.
- Understand email strategy design, and collaborate with programs to determine which communications need to be shared via email.

Cross-Collaboration & Support with Programs

- Build relationships with each property and program to understand their unique marketing needs and challenges, and identify ways to support them within the department's current capacity.
- Ensure the YWCA Oahu brand voice is represented consistently across all programs and properties.

Event Management

- Manage events from ideation through execution, ensuring a successful engagement from start to finish.
- Apply strong project management skills, including team collaboration, delegation, and oversight of all moving pieces tied to a specific event.
- Be a strong team player who is organized, an effective communicator, and able to work across different departments.
- Support events ranging from large-scale fundraising galas to property open houses and donor engagement opportunities.
- Create impactful experiences that build brand loyalty and awareness.

Merchandising

- Source products for YWCA Oahu programs and events.

- Build positive relationships with vendors and oversee quality control.
- Create impactful design and product implementation that aligns with YWCA Oahu's mission and values.

Data & Reporting

- Provide monthly metrics that show performance across the different marketing platforms.
- Share key insights with leadership and program stakeholders, and optimize tactics to produce positive results.

Other Duties/Functions/Skills

- Responsible for creating the Marketing & Communications annual budget, including obtaining bid estimates from service providers for budgeting; track budget vs. actual expenditures and other related expense tracking as needed.
- Technologically capable; able to navigate multiple digital platforms and learn new tools in order to automate, improve, and communicate YWCA Oahu messaging.
- Basic graphic design skills to create print collateral, digital elements, and other design items that communicate the essence and brand of YWCA Oahu.
- Organize, maintain, and archive marketing files and materials, and manage the department's audio-visual library.
- Evaluate procedures and technology solutions to improve marketing data management.
- Limited financial responsibility; assists in preparation of budgets and meeting goals and objectives.

Training and Development

- Oversee YWCA staff training on the use of communication tools and YWCA branding, and coordinate the collection of information, stories, and photos about YWCA members and program participants.
- Provide learning opportunities for team members to continue improving and innovating in the marketing space

This is not an exhaustive list of duties, and this position will assist with other duties as assigned.

Supervisory Responsibilities

This position oversees the entire Marketing & Communications department and provides direct management to the Marketing Director and/or Coordinators, and/or Interns.

Education/Training

- Bachelor's degree in Communications, Marketing, Graphic Design, Digital Media Design, Website Design, or another related visual arts field preferred.
- Associate degree with equivalent experience also welcome.

Experience

- Minimum of 5 years of experience in marketing materials production, digital communications, and website design preferred.

- Experience providing editorial oversight, including day-to-day management of external-facing content.
- Experience in design, development, and direct management of other designers, activities, and communications.
- Good understanding of applications that facilitate online user engagement and the contribution/sharing of user-generated content.
- Demonstrated skill in social media strategy, email marketing platforms, and basic graphic design.
- Experience planning and executing events.
- Strong ties to businesses within the Hawai'i community is helpful.

Working Conditions

Work requires only minor physical exertion and/or physical strain. Ability to work flexible hours and weekends. Ability to work under stress during peak workload periods. Work is performed in a typical office setting and may require travel to other locations, including YWCA Oahu's three properties.

Judgement/Decision-Making

- Ability to design, implement, and direct multiple projects, setting deadlines and ensuring accountability.
- Ability to think strategically, creating competitive and breakthrough strategies and plans organization-wide.
- Ability to make strategic decisions based on analysis, wisdom, experience, and judgement.
- Ability to communicate a compelling and inspired vision or sense of core purpose.
- Ability to inspire, motivate, and marshal resources throughout the entire organization.
- Maintains confidentiality of frequently sensitive and emotionally charged information.
- Maximum opportunity to act independently.