Deputy Director, Digital Communications and Marketing

Salary Range: $77000.00 to $100000.00 (USD) Annually
Worker Category: Full Time Regular
Job Class: Professional

DEPARTMENT: Strategic Communications and Campaigns
REPORTS TO: Director of Strategic Communications and Campaigns

PRIMARY OBJECTIVE: Assists the Director in developing a digital communications strategy to include enhancing and sharing digitally our message and brand as well as managing our digital platforms and tools in the most effective and efficient manner possible, developing creative assets and comprehensive communications campaigns to move our members and activists to learn, take action and donate to Bread for the World/Bread for the World Institute, and leading the digital team. The Deputy Director will develop and oversee Bread’s digital campaign efforts to expand, mobilize and support the educational and advocacy objectives of Bread for the World/Bread for the World Institute with a focus on increasing engagement with a younger, more expansive, and diverse audience, including Latinos/as and Pan-African/African Americans; developing narratives and sharing the stories of those impacted by hunger and poverty, as well as the advocacy and mobilization efforts of congregations, activists and other members of Bread’s network; and collaborating with the Deputy Director, Development and Membership to support the digital fundraising effort.

PRIMARY RESPONSIBILITIES/ACTIVITIES:
A. Digital Communications Leadership (up to 50%)
   1. Grow audience by developing and leading the vision, strategy and direction of highly innovative digital marketing campaigns through digital channels and experiences; oversee the creation of best in class content marketing material across digital platforms while maintaining standards and guidelines of Bread’s brand.
   2. Develop national and state, issue-based and audience-specific online organizing and advocacy strategies related to hunger and poverty internationally and domestically, with a special, although not limited, focus on youth and climate change.
   3. Expand Bread’s digital network and attract and retain new supporters, including Pan-African/African American and Latino partners.
   4. Coordinate and implement on-line fundraising strategies with the Deputy Director, Membership and Development.
B. Creative Content Leadership (up to 20%)
   1. Develop campaign and storytelling strategy to include creative assets, visual content and narratives that compel engagement and action.
   2. Design, produce and edit creative assets for storytelling and campaign design, including video, infographics and multimedia for print and online platforms and outlets.
   3. Create and maintain a marketing strategy and vision to develop and enhance Bread’s brand identity outlets.
C. Departmental Leadership (up to 30%)
   1. Manage and directly supervise digital communications team, including the Senior Manager for Digital Campaigns; Senior Manager, Digital Communications (Web Development); Audience Engagement Manager and interns. Responsible for refining position descriptions. Plan and implement on-boarding of new staff.
   2. Assist Director by developing digital campaign budget based on strategy, and monitoring department progress against annual departmental work plan and budget. Forecasts future digital strategy needs.
   3. In Director’s absence as requested, serves as Acting Director, including approving expenditures and timesheets, and working with other departments to address timely issues.
   4. Performs other work as may be assigned by the Director.

SECONDARY RESPONSIBILITIES/ACTIVITIES:
Represents the department in task forces, working groups, and with external organizations, such as key government offices and coalitions.

SUPERVISION EXERCISED: Supervises Digital Communications Team.
SKILLS/KNOWLEDGE REQUIRED:

- Bachelor’s degree in communications or political science with at least eight years of progressive digital communications experience and expertise including, digital campaign design and marketing and a sophisticated knowledge of digital tools and best practices to build and mobilize large donor and advocacy supporter base.
- Ace design skills with deep working knowledge of the latest graphic, animation, illustration and motion graphic editing tools and techniques, with a command of digital design and consumption trends; proven ability to produce graphic elements within a fast-paced environment.
- Five or more years of proven management and supervision experience, including direct management and supervision of a team and senior level staff.
- Knowledge of federal legislative processes and the use of digital communications and campaigns to influence legislative outcomes.
- Demonstrable experience with project management, goals setting, metrics tracking, and reporting.
- Willingness and desire to learn new and innovative digital marketing platforms, technologies, tactics and strategies. Experience engaging ethnically diverse and young adult audiences through digital media platforms.
- Excellent oral, written, and computer skills. Computer literacy in Microsoft Office, use of the Internet for research and experience with data collection and the importance of databases. Skilled in rapidly reacting to breaking opportunities.
- Ability to develop collaborative relationships internally and externally, which require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to senior management.
- Creative, resourceful, and solution-oriented, and has a proven track record of project management, meeting deadlines, and working in a fast-paced environment.
- Ability to work independently as performance and outcomes are subject to broad organizational review up to 40% of the time and up to 60% of the time are subject to senior management review. Key initiatives may be subject to executive review.
- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills. Ability to identify risk factors, to identify multi-faceted problems impacting project goals, and to propose solutions based on knowledge of professional principles and best practices.
- Ability to write and speak Spanish, a plus.
- Commitment to mission and Christian faith basis of Bread for the World.

CULTURAL EXPRESSIONS:
Bread is committed to advancing racial equity externally and internally. All staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity and racism on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:
Some travel may be required. Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require.

DISCLAIMER:
The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.

Bread for the World is a collective Christian voice urging our nation’s decision-makers to end hunger at home and abroad. Bread for the World Institute provides policy analysis on hunger and strategies to end it.

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