At New Memphis we believe there is so much to celebrate about our city, but our very best asset is our people (that's you!). So, we've made it our business to develop, activate, and retain talented professionals to our city for the past three decades. And we're just getting started!

Because we understand that great people are what make a city successful, we intrinsically understand that great people are also what make a successful organization. We are currently looking to grow our team, and you might be the leader that fits the bill.

**Title: Director of Communications and Community Engagement**

Are you the type of person who agrees it's never a question of “if” but “how”? Are you the person that everyone tends to gravitate towards due to your communicative nature and relatability? Are you a conscientious leader who can make decisions for yourself and others boldly and confidently? This position is the driving force behind New Memphis' Community Engagement Team that helps activate, engage, and retain talent in the Memphis community – with a focus on program alumni, city newcomers, and other local professionals and emerging talent – by connecting them to local experiences, networks, and opportunities to make meaningful and impactful change in Memphis. This individual will be a creative self-starter who looks for ways to innovate, problem solve, and take initiative. A savvy communicator across platforms, this role will creatively develop a variety of relevant and impactful content, implement a successful communications strategy, drive New Memphis' signature events, and proactively identify unique opportunities to elevate the New Memphis story. Reporting to the Vice President of Strategic Initiatives this person is responsible for interpreting our organizational needs and designing solutions with high impact. They will maintain, expand, and protect New Memphis' creative vision and brand image, keeping it fresh, up-to-date and in accordance with strategic goals. This is someone who has a passion for Memphis and believes the people of this city and their stories are what makes lasting change possible.

**Position responsibilities include:**

- Oversee strategy, assessment, partnerships, marketing and communications, and signature events for New Memphis’ Celebrate Your City initiative ensuring alignment
  - Serve as the lead ambassador for the initiative, communicating its impact and importance to the broader community
  - Lead strategy of initiatives that activate, engage, and retain talent in the Memphis community - with a focus on program alumni, city newcomers, and other local leaders - by connecting them to local experiences, networks, and opportunities to make meaningful and impactful change in Memphis. This may include:
    - Fostering civic pride and driving attachment to Memphis in support of retention
    - Educating them on crucial civic issues to drive advocacy and involvement
    - Building satisfying social and professional networks of diverse leaders
    - Creating opportunities and connections to mentor, volunteer, and serve the broader Memphis community
  - Serve as an excellent people leader on the New Memphis team, coaching team members, promoting collaboration and continuous improvement, and upholding New Memphis’ key success factors
    - Directly supervise team members offering consistent feedback, performance management, and goal setting in support of the
    - Strategy and execution compelling, and relevant content across communication platforms including podcast, email, earned and owned media, and other support
    - Creation and execution of an annual calendar of events that activate, engage, and retain talent in the Memphis community
    - Creation of digital storytelling tools including graphics, video, photography, and podcast editing, and other support
Serve as a thought partner to full team, sharing best practice, and encouraging cross-departmental partnership and collaboration

- Establish clear strategy, goals, and metrics for the initiative annually; monitor success, driving continuous improvement, and reporting impact
- Ensure alignment with all New Memphis programs and initiatives through strategic collaboration
- Be a New Memphis ambassador and represent the organization at community events, for media and other key partners
- Establish annual budget including proper forecasting and ensure operational efficiency to effectiveness of the program in accordance with the budget
- Develop and implement thoughtful and creative strategies to maximize community and alumni engagement opportunities and platforms in support of New Memphis’ mission and priorities. This may include:
  - Advancing New Memphs’ brand identity
  - Broadening awareness of its programs and priorities
  - Creatively engage audience segments
  - Increasing the visibility of its initiatives across key stakeholder audiences
  - Proactively stewarding, showcasing, and thanking New Memphis investors
  - Cultivating and stewarding the alumni and community engagement network as donors

- Develop and implement actionable strategies to cultivate, and steward a solid network of strategic partnerships, sponsorships, and in-kind donors in support of community and alumni engagement initiatives to ensure longevity
  - Build and maintain relationships with an array of stakeholders, constituencies, and partners to uncover and shape new narratives, and drive the engagement of key partners, funders, and other stakeholders who support and fuel New Memphs’ work
  - Lead stewardship by meeting and communicating regularly with funders and partners to update them on program outcomes and seek their input and buy-in
  - Identify new partners and funders and pursue partnerships and strategic alliances that fuel the program budget
  - Craft proposals and grant narratives that communicate the program impact and make compelling asks of funders and prospects
  - Create and deliver benefits that meet the needs of each funder
  - Represent New Memphs, its programs, vision, and impact, in meetings with funders, stakeholders, and essential programmatic partners

- Monitor and report on managed initiatives, ensuring effective evaluation mechanisms are in place to measure efficacy and data is leveraged to inform strategy, continuous improvement, and growth
  - Develop and communicate initiatives and projects’ goals and metrics annually with measurable KPIs; monitor industry trends, and best practices
  - Monitor success, driving quantitative and qualitative data collection efforts to track, analyze, and leverage data to inform strategy and continuous improvement and growth and update stakeholders as appropriate
  - Lead team in the generation and distribution of participant surveys; oversee maintenance of accurate and up-to-date lists in Salesforce database of individuals connected to New Memphs through area of work

- Develop creative and visual storytelling text and concepts for New Memphs programs throughout platforms that inspire, inform, and captivate audience segments including the use of photos, graphics, and video
  - Refine, organize, and streamline in-house creative process utilizing appropriate tools that support the New Memphs team to work more efficiently and produce more effective, scalable, and future-friendly content
  - Govern the visual brand, internal and external, to ensure consistency and quality
  - Create compelling marketing collateral for New Memphs events, programs, and initiatives; collaborate with team members to determine needs and project scope, and determine the message the design should convey and best strategies to reach target audience
  - Develop, design, storyboard, write and produce annual impact report that is visually compelling and effective
Cultivate and manage all digital vendor and freelance relationships, including other designers, photographers, and printers

- Support the creation, execution, and evaluation of New Memphis' Community and Alumni Survey that tracks and interprets organizational success
- Develop diverse pipelines, identify qualified recruits, and collaborate with New Memphis staff to connect the network across programs and initiatives, particularly for participation in leadership programs
- Partner with team members in special project based work and other duties as assigned

Key Competencies:

- Minimum 8 years professional work experience; Bachelor's Degree preferred
- Exceptional capability in and a proven track record of:
  - Creating successful marketing and communications plans and campaigns and a solid understanding of all aspects of digital communications and social media
  - Taking knowledge and transforming it into exciting and useful messages and disseminating it to the right audiences through the best distribution channels
  - Thinking strategically and creatively regarding the long-term development of an organization's marketing and communications work; devising and implementing long-term plans and strategies
  - Effectively communicating (visual, written, oral), building influence, and clearly and concisely expressing an organization's value, goals, and outcomes
  - Developing and maintaining partnerships with outside individuals and organizations
- Demonstrated experience in:
  - Managing and collaborating with diverse teams; ability to lead and motivate individuals and groups of people toward the accomplishment of work and organizational goals
  - Working with innovative agility in an entrepreneurial environment and anticipate future needs
  - Balancing multiple and competing priorities; setting and meeting deadlines while delivering excellence in a fast-paced environment
  - Taking initiative and managing work with minimal oversight; pursuing work with eagerness, energy, drive, and attention to details
  - Identifying and resolving problems creatively and resourcefully
  - Manipulating data and determining actionable next steps
  - Typography, layout, and design
- Proficiency in and experience with:
  - Canva, Wix, MailChimp, Microsoft Office Suite (Excel, PowerPoint, Word, and Outlook)
  - Design software, such as Adobe Creative Suite (specifically InDesign and Illustrator, with working knowledge of Photoshop)
  - Printing and pre-press requirements to ensure proper file set up
  - Salesforce, Pardot, video, and photo editing software beneficial but not required
- Strong commitment to the New Memphis' mission
- Available extended hours, including evening and weekend time

Salary: Minimum $75,000. New Memphis believes deeply in building competitive compensation packages around experience and talent.

Excellent benefits include medical/dental/vision insurance; generous retirement contribution plan. We are looking to fill this position immediately. Qualified applicants should send resume and cover letter by September 23 to jobs@newmemphis.org with subject line “Director of Communications and Community Engagement” Only candidates selected for an interview will be contacted. No phone calls, please.

New Memphis is an Equal Opportunity Employer and does not discriminate on the basis of race, ancestry, national origin, color, religion, gender, age, marital status, sexual orientation, disability or veteran status.