



JOB TITLE: Director of Marketing & Communications

DEPARTMENT: Marketing & Communications

REPORTS TO: Chief Executive Officer

FLSA STATUS: Exempt

EMPLOYMENT STATUS: Full-Time

SALARY RANGE: \$60,000 - \$80,000

OUR MISSION

The mission of Big Brothers Big Sisters is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

JOB SUMMARY

The **Director of Marketing & Communications** is responsible for leading the strategy, execution, and creative direction of all marketing and communications efforts across Big Brothers Big Sisters of Acadiana and Big Brothers Big Sisters of Greater New Orleans. This role drives volunteer recruitment growth, donor engagement, and community visibility through integrated campaigns, compelling storytelling, strong brand stewardship, and effective activation of national Big Brothers Big Sisters of America initiatives at the local level.

This position supports the mission of Big Brothers Big Sisters by increasing awareness, strengthening the volunteer pipeline, elevating youth impact stories, and advancing regional growth and expansion. The role operates in close collaboration with the CEO, Director of Development, Director of Programs, and Community Engagement staff and carries responsibility for strategic leadership, creative execution, and marketing infrastructure development. As a member of the Senior Leadership Team, this role ensures marketing strategy aligns with organizational goals and long-term growth priorities.

ESSENTIAL FUNCTIONS

Strategic Leadership & Brand Stewardship

- Develop and implement an annual marketing and communications plan aligned with organizational growth priorities across both regions.
 - Serve as brand steward, ensuring consistency in messaging, tone, and visual identity.
 - Activate and adapt national Big Brothers Big Sisters of America campaigns and toolkits for strong local relevance and impact.
 - Establish campaign goals, KPIs, and reporting mechanisms to measure effectiveness.
 - Contribute as an active member of the Senior Leadership Team.
 - Build and maintain relationships with local and regional media outlets.
 - Identify and pitch story opportunities that elevate mentoring impact, recruitment needs, and community engagement.
 - Draft press releases, media advisories, and talking points as needed; support CEO with media preparation.
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Recruitment Marketing & Audience Growth

- Lead development and execution of data-informed volunteer recruitment marketing strategies to increase inquiries and strengthen the match pipeline.
 - Collaborate with the Director of Development and Volunteer Recruitment Coordinator to align campaigns with enrollment capacity and priority audiences.
 - Develop targeted messaging and compelling calls-to-action designed to increase volunteer engagement.
 - Monitor recruitment marketing performance and refine strategies based on data insights.
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Creative Direction & Content Development

- Serve as lead storyteller, identifying and elevating authentic stories from youth, mentors, families, alumni, donors, and partners.
 - Conceptualize and execute integrated multi-channel campaigns supporting recruitment, fundraising, youth enrollment, and events.
 - Design and produce high-quality digital and print materials, including social media graphics, email campaigns, recruitment materials, presentations, event collateral, sponsorship materials, and branded assets.
 - Create short-form video and digital content appropriate for social platforms.
 - Maintain and organize a digital asset library of photos, videos, templates, and brand materials.
 - Establish and manage creative workflows and approval processes to ensure timely, high-quality deliverables.
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Digital Marketing & Communications

- Oversee website content strategy, updates, and optimization to support recruitment and fundraising goals.
- Lead social media strategy and execution across platforms.

- Manage email marketing efforts, including newsletters and segmented campaign communications.
 - Analyze engagement metrics and recommend improvements based on performance data.
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Fundraising & Event Marketing

- Partner with Development to promote fundraising campaigns, donor engagement efforts, and signature events.
 - Provide creative and marketing support for event promotion, digital campaigns, and post-event storytelling.
 - Supervise a shared Events & Marketing Coordinator (in partnership with the Director of Development), providing direction on campaign execution and content production.
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Team Leadership & Infrastructure Development

- Build marketing systems, templates, and processes that support long-term regional growth and expansion.
 - Assess future marketing capacity needs as the organization evolves.
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JOB QUALIFICATIONS

Education & Experience

- Bachelor's degree in marketing, Communications, Public Relations, or related field preferred.
- Minimum of five (5) years of progressive experience in marketing and communications, preferably within nonprofit or mission-driven organizations.
- Demonstrated experience developing and executing integrated marketing campaigns.
- Experience supervising staff or leading cross-functional initiatives preferred.

Knowledge, Skills & Abilities

- Strong graphic design skills with demonstrated proficiency in Canva; familiarity with Adobe Creative Suite preferred.
- Ability to independently create polished digital and print marketing materials.
- Excellent written and verbal communication skills with strong storytelling ability.
- Knowledge of digital marketing platforms, social media strategy, and email marketing tools.
- Ability to analyze performance data and apply insights to improve campaign effectiveness.
- Strong project management and organizational skills with the ability to manage multiple priorities.
- Collaborative mindset and ability to work effectively across departments.
- Ability to translate national brand resources into compelling local campaigns.

Other Requirements

- Ability to work occasional evenings or weekends for events or campaigns.
 - Valid driver's license and access to reliable transportation for regional travel as needed.
 - Successful completion of required background screening in accordance with agency policy.
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WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

This position operates primarily in a professional office and hybrid work environment, with regular engagement in community, school, corporate, and donor settings across Acadiana and Greater New Orleans. The role requires independent local travel between regions.

The position involves extended periods of computer use, including design and digital content production. The employee must be able to attend and support events, which may require standing for extended periods and occasionally lifting and/or moving materials up to 35 pounds (e.g., signage, event materials, marketing collateral).

Evening and weekend work may be required to support campaigns, media opportunities, and signature events.

EQUAL EMPLOYMENT OPPORTUNITY

Big Brothers Big Sisters of Acadiana is an equal opportunity employer and is committed to providing a workplace free from discrimination. Employment decisions are made without regard to race, color, religion, creed, sex, sexual orientation, gender identity or expression, pregnancy, age, disability, veteran or military status, national origin, or any other legally protected status in accordance with applicable local, state, and federal laws.

AMERICANS WITH DISABILITIES ACT (ADA)

Big Brothers Big Sisters of Acadiana will provide reasonable accommodations to qualified individuals with disabilities to enable them to perform the essential functions of the job, unless doing so would impose an undue hardship on the organization. Employees may contact Human Resources with questions or accommodation requests.

DISCLOSURES

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, or skills required. Big Brothers Big Sisters of Acadiana reserves the right to modify job duties or requirements at any time.

LAST REVIEWED: February 2026