

MPDC Job Description

Job Title: Director of Communications & Marketing	Department: Communications & Marketing
Position Status: Full-Time Exempt	Pay Rate/Salary: 95,000-110,000
Reports to: Chief Executive Officer	Estimated Start Date: ASAP

About MPDC: Madison Park Development Corporation (MPDC) is a 59-year-old community development corporation (CDC) that serves the Roxbury neighborhood of Boston. Our mission is to foster a vibrant, healthy Roxbury neighborhood that supports the well-being and advancement of the community. As a leading developer in the community-based non-profit sector we have developed and preserved 1,400 units of quality, mixed-income housing, commercial space and 2 community facilities. We also offer a robust array of community action programs that include resident leadership and engagement, youth development, health equity and wellness, financial literacy, and arts and culture programming. The organization currently employs over 30 full-time staff members.

Position Description: The Director of Communications & Marketing has responsibility for three key areas at MPDC:

- Public and External Partner Relations
- Marketing, Communications & Branding
- Virtual & Public/Outward Facing Events

The Director of Communications and Marketing is responsible for directing all external communications (including newsletters, Eblast emails, communications to constituents (i.e., fundraising appeals, event announcements, etc.), print & digital marketing design and campaigns (including website & social networks), and all outward facing virtual & public events across the entire organization (Resource Development, Community Action, Real Estate, Hibernian Hall, The Dewitt Center, and MPDC in general). The Director of Communications works closely with program directors to direct and maintain MPDC's public image, brand and relationships.

Responsibilities:

- Direct and execute highly visible external events & activities
- Direct, implement a year-round public relations strategy that compellingly articulates the mission, work, and impact of MPDC to our residents, community partners, media, donors, and other external stakeholders.
- Direct the creation and distribution of vibrant monthly newsletter including obtaining content & visuals from staff.
- Coordinate all external e-blast/email communications to MPDC subscriber list, including all Resource Development, Dewitt & Hibernian Hall communications (performance announcements, annual appeals, major donor communications, etc.).



Madison Park Development Corporation

- Provide monthly reports on Communications activities through data analysis and summary of public relations to board members and senior staff.
- Create and maintain key relationships with media, proactively pitch stories to media outlets (press releases, op-eds, etc.), and handle all requests for interviews, media appearances and public statements from MPDC staff & board.
- Support special projects, programs, and organizational initiatives under the direction of the CEO.
- Coordinate budget, workplans, and direct supervision of all Communications staff and related vendors and consultants.
- Direct the execution of MPDC's visibility through our website, digital marketing, social media platforms, including expanding audience and engagement.
- Implement staff input to continually update & enhance content & graphic design on MPDC's digital & print materials, ensuring they always contain accurate, current, and engaging content.
- Manage branding and digital & print collateral for program events and fundraising campaigns.
- Direct, coordinate, and fully execute all MPDC organizational virtual & public events while managing staff to execute their event vision, goals, and outcomes.
- Direct & maintain policies and procedures for external organizational event invitations, planning and external event presence, event tabling, etc.

Required Knowledge, Skills, and Experience: *

Education: Bachelor's degree or equivalent working experience.

Experience: 3-5 years of experience in a Marketing, PR and/or Communications role. Highly collaborative style; experience developing and implementing communications strategies

Skills:

- Must be proficient in HTML and using WordPress
- Must demonstrate proficiency in Cava, HootSuite and all social media platforms
- Excellent writing/editing and verbal communication skills; knows how to craft and tell stories
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, community partners, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Ability to work under pressure and manage multiple projects at once
- Experience developing communications plan that makes best use of limited resources to achieve goals

*Must be able to pass a CORI, reference, educational and professional licensure check