



Title: Director of Marketing and Communications Date Printed: 07/25/2017

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Work Location: Boston, Massachusetts,

Description

The Director of Marketing and Communications manages the day-to-day activities of a growing department that is charged with responsibilities including campaign development and implementation; brand management and messaging; programmatic marketing; media relations; social media; strategic partnerships; video and event production. This is a role ideal for an operational leader who can effectively execute on strategies and who is looking for an upward trajectory opportunity. Additionally, this role is for those who deeply understand the experience of young people as any plan must be created by looking through their lens.

Candidates should be excited about building a community of young people as we anticipate our program will grow from a few thousand to 100,000 registered young people conducting at least 1,000 projects around the world by December 2018. The Director's team will grow from a team composed of two staff to an anticipated team of four during this time frame. The ideal candidates will be ones therefore excited to initially spend much of their time with hands-on implementation and evolving to a role where he/she is leading a team to do the same. This position reports to the Chief Marketing and Communication Officer and works closely with members of the program department.

Additional Responsibilities

- Oversee campaign launches and recruitment efforts that target youth audiences.
- Manage agency partnerships for campaign creative development.
- Manage brand partnerships for campaign design and execution
- Manage distribution and syndication partnerships (paid, earned and owned).
- Set performance goals and accountability standards and manage teams to goals.
- Actively improve the Peace First Challenge digital platform through data collection and analysis, and with the input of youth.

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- Ensure that the voice of young people is included in department- and organization-wide activities and decision making.

Required Skills

Key Skills and Experience

The ideal candidates will be able to demonstrate that they can:

- Deeply understand digital and social media and how to leverage it for engaging and mobilizing young people.
- Understand youth culture and how to position our work relevantly within it.
- Leverage key influencers and drivers for young people.
- Analyze data to inform strategy especially as it relates to messaging and engagement.
- Make data driven strategies and decisions and is comfortable doing so when that data is ambiguous.
- Manage agencies and multiple partners.
- Engage brands, celebrities and other influencers.
- Understand and be excited about the potential inherent in the intersection of youth development, social justice and popular culture.
- Build and manage high performing teams.
- Lead in a start-up/entrepreneurial environment where priorities can quickly and necessarily change.
- Design resource efficient operations to realize strategic goals. ? Plan and manage budgets.
- Commit to supporting young people as they change the world for the better through peacemaking.
- Commit to contributing to an overall organizational culture that is inquisitive, youthcentered, caring, and fun.
- Believe in and lead with Peace First's core values of courage, compassion and collaboration.

Other desired skills/experiences include:

- A minimum of seven years in comparable roles.
- International experience is a plus

Benefits

Salary will be commensurate with experience.

Peace First offers a competitive and comprehensive benefits package.

Start Date / Location

Immediately / preference for Boston, MA (open to considering remote candidates.)

Comments

Organizational Overview

Founded 25 years ago, Peace First is an international nonprofit organization which believes in the power of all young people to change the world for the better through peacemaking — not someday in the future — right now. Since our founding, Peace First has prepared young people with the skills and commitment to solve community problems by connecting across lines of difference with compassion, standing up for ideals and others with courage, and creating collaborative change. Today, through an innovative digital platform for social change, our work supports a global community of peacemakers in all 50 U.S. states and in over 90 countries. Peace First is now focused on creating and supporting a movement of young people to counteract the rising culture of violence, intolerance, and hatred that plagues too many communities.

Through our Peace First Challenge, we are calling young people (13 – 24) to identify a critical issue in their community and, through our digital platform (www.peacefirstchallenge.org), putting project design tools, caring adult mentors, and small start-up grants into their hands to imagine and implement compassionate solutions to our world's most urgent problems. With the goal of true culture change top of mind, we aim to have at least 100,000 young people registered and engaged with this peacemaking work within the next two years. From thousands of initial projects, we will choose top innovations for support, amplification, and further investment, creating the world's largest marketplace of youth-led, youth-created social change initiatives. Furthermore, we will source and amplify powerful stories from peacemakers around the world, helping millions of young people develop the skills and commitment for social change.

A key element of our strategic plan is to build out our team of talented professionals. To that end, we are seeking individuals who are excited about working in an entrepreneurial, start-up type environment where there is an immediate opportunity to have tangible impact on organizational direction and achievement. We are a team that of individuals who thrive in an environment that embodies and celebrates the following:

- Possession of a deep belief in the ability of young people to create change.
- Ability to adapt and apply skills to new and changing scopes of work.
- Eagerness for more responsibility and exposure to new challenges.
- Motivation to solve problems by taking initiative and trying new ways of doing things.
- Enthusiasm for connecting others to our mission and providing them with powerful experiences.

Kind: Full Time

Level: Director

Apply

To be considered for this position, please send a resume and cover letter documenting your strong fit with the job requirements to talent@peacefirst.org

Attach files as Word or PDF documents and include **“Director, Marketing and Communications”** in the subject line of your email.

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