



THE SALVATION ARMY NORTHWEST DIVISION
DIRECTOR OF MARKETING & COMMUNICATIONS
OPPORTUNITY GUIDE



DOING THE MOST GOOD

northwest.salvationarmy.org



ABOUT THE SALVATION ARMY NORTHWEST DIVISION

The Salvation Army, an international movement, is an evangelical member of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the Gospel of Jesus Christ and to meet human needs in His name without discrimination.

Nearly 30 million Americans receive assistance from The Salvation Army each year through a range of social services: providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and opportunities for underprivileged children. Eighty-two cents of every dollar the Army spends is used to support those services in 5,000 communities nationwide, and as a branch of the Christian Church, the ultimate goal of all programs is the spiritual regeneration of all people.

In less than 18 months, the Northwest Division of The Salvation Army has become a preferred provider of shelter for the homeless in King County. Although the need intensified during the pandemic, the Salvation Army has always been responsive to community needs. An upcoming planning phase for a signification capital campaign will add dimension to the need for strong messaging and communication in Seattle, and throughout the Division.

The Northwest Division is part of the Western USA Territory, one of the Army's four U.S. geographic service areas. Divisional Headquarters (DHQ) for the Northwest Division is located in Seattle and is comprised of the state of Washington, Northern Idaho, and western Montana. It is a large area: the farthest

location is just under one thousand miles from Seattle. The main office (called Divisional Headquarters-DHQ) is located in the Queen Anne neighborhood of Seattle, easily accessible to downtown and most modes of public transportation. The Division is further divided into geographic areas where services and ministry are provided. These locations often called Community Centers/Corps are led by a local leader. Additional programs are conducted in outlying areas (more remote areas) by dedicated volunteers. It is only through this highly complex structure that The Salvation Army can Do the Most Good and meet human needs in His name.

In providing its programs and services, The Salvation Army is committed to accommodating all those in need without unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic in accordance with our capacity to help. Celebrating its 155th Anniversary last year, their message is based on the Bible, and its ministry is motivated by the love of God. William Booth and his wife, Catherine, founded The Salvation Army in 1865 to serve London's worst poverty-stricken districts.



THE OPPORTUNITY: DIRECTOR OF MARKETING & COMMUNICATIONS

The Director of Marketing and Communications (the Director) is responsible for supporting the development, planning, and execution of all marketing and communications efforts to promote the mission in the Northwest Division of The Salvation Army. The Director 1) manages marketing and communications related to all fundraising efforts and 2) ensures solid multi-channel approaches to all advertising, public relations, media relations, and direct marketing. This position plays a strategic, collaborative, creative role with leadership, colleagues, agencies, and media partners to achieve its goals. Of critical importance is for the Director to proactively pursue opportunities to raise revenue for The Salvation Army on behalf of people in need.

This position reports to Sara Beksinski, the Director of Development, and plays a leadership role in the department by overseeing the following three roles: Project Manager – Digital Fundraising, Project Manager – Events and Marketing (currently vacant), and the Graphic Designer/Videographer. As of June 2021, the Division is still operating partially in-office and partially remote. As business rules change and evolve, The Salvation Army will monitor conditions and appropriately change policy to allow every team member to effectively do their job in the most efficient, safest manner.

PERFORMANCE OBJECTIVES



Leadership & Management

- Develop and implement strategies to uplift and promote the mission and outcomes of the work throughout the Division working in partnership with development colleagues, divisional leadership, corps officers, corps staff and volunteers.
- Inspire, lead, develop, and motivate a team of highly effective and productive marketing and communications staff.
- Oversee direction and creation of high quality, multimedia content for all digital and print marketing channels including brochures, flyers, documents, reports, and social media, website, podcast, and all email communications.
- Collaborate with the divisional donor relations team to receive information about fundraising efforts, income, expense, and donor status to ensure consistent promotion and communications, internally and externally.
- Provide collaborative leadership in maintaining a positive and productive working relationship among the advisory board, committees, membership, partner organizations, and volunteers.
- Integrate development and fundraising approaches through solid management of digital fundraising efforts for Divisional Headquarters and corps.
- Manage budgets related to divisional marketing and public relations efforts.

External Communications and Relations

- Modernize and create innovative marketing and outreach strategies using technology and social networks to increase visibility of The Salvation Army for diverse, new audiences across multiple metrics (geography, race, generation, language, etc.).
- Create and implement local and division-wide advertising plans. Review and advise community center/corps leadership and staff on local advertising efforts.
- Develop, maintain, and cultivate media relationships throughout the division.
- Write, edit, and distribute media releases, maintain media contact lists, and monitor reporting and data to continually improve message placement and audience reach.
- Develop and manage current relationships with marketing agencies to allow for broad reach of direct and indirect fundraising efforts. Cultivate and share stories of impact made by The Salvation Army.
- Implement a crisis communications strategy that can be executed cohesively throughout the Northwest Division, including preparing spokespersons and other leaders with crisis media training.

Internal Communications

- Coach and equip divisional leadership, officers, and other key stakeholders with appropriate knowledge to maintain the division's marketing and public relations strategy.
- Develop relevant talking points for speeches and speakers.
- Serve as a resource to advisory boards, committee chairs and committee members. Staff committees and councils as requested or appointed.
- Build and maintain close relationship with the territorial community relations department, the administrative unit that coordinates and provides support to each of the Army's nine divisions (13 states) as well as the Marshall Islands, Federated States of Micronesia, and Guam.
- Respond to requests from the field (Community Centers/ Corps and Service Units) for public/media relations and communications support.



THE QUALIFIED CANDIDATE

The Salvation Army Northwest Division is seeking a strategic, forward-thinking Director of Marketing and Communications who understands the importance of a collaborative approach promoting a cohesive, positive, impactful image of the organization. The Director will maximize resources and opportunities to communicate and dramatically increase the community's knowledge and awareness of The Salvation Army's programs and mission. The ideal candidate will bring excellent writing and editing skills and a knack for tailoring messages to various audiences. The Salvation Army is a relationship-driven organization and therefore it is imperative the new Director have the capacity to develop and nurture relationships, culminating in overall success and growth of the image, brand, and positive reception in the community.

Specific Requirements Include:

- Minimum of 8 years of progressive experience working in marketing, communications, media relations or another related capacity within a major media market.
- Excellent digital literacy skills, strong written/oral communication skills, all with an emphasis on communicating effectively to a wide range of audiences.
- Demonstrated ability to set and achieve or exceed goals and meet deadlines independently within a complex environment, managing multiple projects and conflicting priorities.
- Successful track record in developing consistent messaging for large organizations with diversified programming; proven ability to work with a broad audience, including but not limited to client groups; advisory board committee members; and city, state, and corporate groups, as well as donors and officials at all levels of interaction.
- Career track record that shows tenures long enough to demonstrate accomplishment and abilities to build and implement strategies.
- Capacity to develop and nurture relationships culminating in overall success as evidence by reliability and public interaction skills.
- Communication style that exhibits the principles and values of The Salvation Army, as well as fosters team relationships and effectively communicates information.
- Strong commitment to know and understand The Salvation Army's history, mission, and structure, as well as its services, policies, and procedures.
- Excellent command of the Microsoft suite of products (Word, Excel, PowerPoint, Outlook, etc.) as well as Adobe tools. CRM system use is helpful.
- Proficiency in social media platforms of Facebook, Instagram, LinkedIn, Twitter, YouTube, etc. is necessary.
- Work within or alongside a nonprofit development department is highly preferred.
- Bachelor's degree in Communications, Marketing, or a related field.

HOW TO APPLY

To assure confidential tracking of all applicants, applications will only be accepted via the application link on this page (in the KEES Applicant System). This position offers strong benefits. All inquiries will be held in strict confidence.

The Salvation Army is an Equal Opportunity Employer and committed to providing a respectful environment for all applicants and employees that is free from unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic protected by law. Such equal opportunity for employment will apply to recruitment and hiring, training, promotion, salaries and other compensation, transfers and layoffs or termination.

APPLY HERE

This search is being managed by Heather Eddy, President and CEO, and Katie VanderKlok, Project Manager of KEES. Questions may be addressed to kvanderklok@kees2success.com.



About KEES

KEES (formerly Alford Executive Search) is a nonprofit executive search firm that builds diverse teams and dynamic leaders in the nonprofit and public entity sectors. A woman owned and operated firm, KEES offers a full array of nonprofit consulting services including executive search, leadership development, interim staffing, and HR support. For more information, please visit www.kees2success.com.

