About the Institute for Nonprofit Practice

The Institute for Nonprofit Practice (INP) works to ensure that the nation’s most promising nonprofit, public sector, and social impact leaders have the skills, knowledge, networks, and confidence to effectively lead, advance justice, and build a more equitable future for all. INP offers a suite of resources and programming, including equity-focused management and leadership development, community convenings, network building, and robust alumni programming, all designed to build upon the knowledge, financial, and social capital of leaders at all stages in their careers.

An intentional and wide-reaching focus on diversity, equity, inclusion, and belonging is core to INP's mission and part of every aspect of the organization’s work. At present, 70% of INP faculty, staff, and participants identify as BIPOC (Black, Indigenous, People of Color).

Behind INP's award-winning programming to develop leaders and advance their organizational missions is an organizational culture that is thoughtful and attentive to its staff and faculty. A strong sense of community and values are key aspects of what make working at INP unique.

After nearly 15 years of success in the Northeast, INP has expanded to further meet the need and demand for equity focused capacity building and leadership development across the country. With sites in the Northeast, Midwest, and West Coast, INP now serves over 6,500 social impact leaders from over 1,000 distinct organizations annually.

For more information on the Institute for Nonprofit Practice, visit www.nonprofitpractice.org.

Position Summary

The Director of Marketing and Communications is responsible for driving the awareness and understanding of INP, including all of INP’s programs and sub-brands to play a critical role in helping the organization reach its goals. Reporting to the Senior Vice President of Advancement, this individual is a highly strategic marketer, excellent writer and
communicator, and a “do-er”, able to execute in a fast-paced environment while stewarding creative solutions to allocate INP's resources appropriately. While there is some flexibility in the location of this position, ideally this role will be located near one of the Northeast cities that INP is based in, and requires the ability to work hours in the Eastern Time Zone.

Travel is expected in this role, up to 10-15% of the time.

INP is a fast-paced, expanding organization, and this role offers an experienced, team-oriented self-starter the chance to grow their career in exciting ways over the coming years.

**Essential Functions**

**Marketing and Brand Management**

- Developing a comprehensive marketing plan to drive awareness and understanding of INP, in both new and existing markets
- Strategically assessing all externally facing marketing (website, email, social) and updating them to ensure that they truly reflect INP
- Ensuring visual integrity of INP's brand in all public facing communication, including updating style guides and ensuring faculty and staff have what they need to be able to properly represent INP at all times
- Partnering with the recruitment and program teams as needed to fully leverage marketing / CRM systems, ensuring our teams are operating as efficiently as possible and that our audiences receive the right messages at the right time
- Producing and disseminating compelling content across a wide range of communications platforms including social media (LinkedIn, Facebook, Twitter, YouTube), blogs, email blasts, videos, podcasts, press releases, op-eds, thought leadership pieces, etc., understanding the differences between channels and what messages will work best in each
- Leveraging analytics tools to assess what’s working (and what’s not) with marketing to help INP reach its broader organizational goals
- Playing a key role in the creation and deployment of key organizational outreach and fundraising materials, such as recruitment messaging for INP’s various programs and the annual report
Strategic Communications and Content Creation

- Developing a communications framework, thinking through complex communications scenarios, and staying up-to-date with language best practices that incorporate the latest thinking of historically marginalized and BIPOC communities
- Crafting nuanced messaging, especially with rapid response to national and regional crises and issues that affect BIPOC communities and women
- Identifying, capturing, and disseminating compelling stories of INP alumni, key organizational stakeholders, and overall INP impact to drive greater interest in the organization
- Stewarding overall organizational messaging, while being able to reflect different voices as needed
- Creating website content, presentation decks, articles, op-eds, and occasional organizational and fundraising communications

Management

- Setting a vision and implementation plan for the department’s work, with quantitative and qualitative metrics and goals, and managing a small team alongside others cross-departmentally towards those goals
- Collaborating with senior executives on internal and external communications, serving as a strategic thought partner, and leading and managing complex cross-departmental projects
- Managing contractors across a variety of skill sets (writing, graphic design, web development, video production, etc.) and ability to provide tailored feedback to meet organizational needs
- Developing a toolkit to enable and empower others to speak on behalf of the organization to drive towards awareness and understanding of INP’s work

Media Relations

- Cultivating and maintaining strong relationships with journalists, editors, major press outlets, and influencers across various media, and leveraging these relationships for INP storytelling
- Discerning which opportunities to leverage given available organizational resources
- Proactively identifying media opportunities, developing compelling story ideas and pitch materials, and securing high-value placements in strategic media outlets;
as needed, preparing talking points and key materials, as well as coordinating interviews

Skills and Qualifications

● Authentic passion for INP's mission and desire to foster practices incorporating diversity, equity, inclusion, and belonging

● 10+ years of professional experience in developing strategic communications and marketing plans for a high-growth organization entering new markets with measurable results in helping the organization reach its goals

● Experience setting a vision for an organization’s external brand and image

● Entrepreneurial spirit with an eagerness for innovation, the natural inclination to take initiative, and creatively problem-solve

● Excellent interpersonal skills (advanced problem-solving, decision making, and teamwork) with the ability to work in a highly collaborative environment, and maintain a high level of professionalism

● Ability to “get things done” in a fast-paced, highly collaborative environment, with exceptional planning, prioritization and organizational skills, meet deadlines under pressure, and manage multiple projects simultaneously

● Proficiency with key marketing tools and software, including Salesforce, CRM, email blast software, social media, WordPress, Google analytics, Adobe creative suite

* The above is intended to describe the general content and requirements of work being performed by people assigned to this classification. It is not intended to be an exhaustive statement of all duties, responsibilities, or skills required of personnel so classified.

Compensation and Benefits

INP offers a competitive salary for all staff positions. The exact salary that will be offered to the Director of Marketing and Communications will be determined based on a consideration of the successful candidate’s skills, experience, and geography and aligned with INP’s compensation policies. **Salary Range: $95,000-$120,000**

The Institute for Nonprofit Practice offers an attractive benefits package including health, dental, and vision coverage and a retirement savings 401(k) plan. In addition, and at present, we offer 15 days of paid vacation for new team members, ten paid holidays, a winter holiday break for all staff, professional development opportunities, and more.
The Institute for Nonprofit Practice is a Compact Signer for the 100% Talent Compact, which is administered by the Boston Women’s Workforce Council, a unique public-private partnership between the Boston Mayor’s Office and Greater Boston employers dedicated to eliminating the gender and racial wealth gap. We are proud to be part of this first-in-the-nation approach to reaching pay equity for women and people of color across our region.

Physical Requirements

Currently, the Institute for Nonprofit Practice team is working remotely based out of an abundance of caution for the health and safety of our community. We plan to reopen our offices in the fall of 2022. Following the office opening, this position would allow for a flexible remote working arrangement although proximity to the office is desired given the nature of the role.

To Apply

Our hiring process aims to open this opportunity to the most diverse group of applicants possible while also increasing transparency to candidates and mitigating bias in the decision-making process.

Please send a resume and cover letter to jobs@nonprofitpractice.org. Please include “Application for Director of Marketing and Communications” in the subject line. In your cover letter, please answer the following two questions: 1) What have you learned recently about DEIB and how have you applied it? 2) When were you faced with a time when you had to be strategic, prioritize, and execute all at the same time? What did you do?

Our partners at Carambola Consulting will be doing the screening and initial interviews for this position, so please do not send any direct emails to INP staff.

*The Institute for Nonprofit Practice is an equal opportunity employer fully committed to creating an environment and team that represents various backgrounds, perspectives, styles, and experiences. All are encouraged to apply because we believe a diversity of voices leads to better discussions, decisions, and outcomes for everyone.*