



Company Profile:

The National Minority Supplier Development Council advances business opportunities for certified minority business enterprises and connects them to corporate members. To achieve our mission, we will work through the NMSDC Network to support and facilitate MBE integration into corporate and public-sector supply chains; build MBE capacity and capabilities through our programs and other education offerings; and facilitate MBE-to-MBE partnerships to meet the needs of our corporate members. The National Minority Supplier Development Council Inc.® (NMSDC®) is one of the country's leading corporate membership organizations. Whether you're a small minority-owned organization or a billion-dollar powerhouse, we're committed to helping you solve the growing need for supplier diversity.

For more information, please visit our websites: <http://www.nmsdc.org>

Job Title:	Director of Marketing and Communication	Job Code:	
Job Location:	New York	Salary Grade:	
Functional Area:	Marcom	Career Level:	
Employment Status:	Full-Time	Exempt/Non-Ex	Exempt
Employment Type:		Manages Others:	Yes
Bonus Opportunity (%):			

Purpose:

This role is an integral member of the leadership team. The person in this position will be responsible for the development and execution of NMSDC's marketing communication strategies and driving NMSDC's organizational branding/image management across various PR and advertising channels (including, but not exclusively web, print, media, and social media platforms). He/she is a critical, strategic addition to rebranding and growing the organization's position with all constituent groups (Corporate Partners, Corporate Plus® Members, MBEs and Strategic Partners). The person will drive broader awareness externally. As an ambassador for the organization, it is imperative that he/she has existing relationships with marketing and media firms, and the ability to build a marketing and communications strategy that will keep NMSDC at the forefront of the market at all times. This is a hands on position.

Job Responsibilities:

Responsibilities include focusing on varied and integrated marketing and communications products and services such: newsletters and other print publications; web, e-news and other online communications; media; and marketing with a high emphasize on developing and driving NMSDC's national social media strategy.

Marketing, Communications, Public Relations:

- Lead the development and owns the execution of the marketing and communication strategic direction, with the goal of amplifying the value of NMSDC to internal and external audiences

- Responsible for branding via creative websites, digital and social media outlets, management of all communication channels, PR and media production (owns run-of-show for all major events)
- Manage President's messaging, image (video/photography), and entry into various media outlets such as CNN, FOX, Podcast to establish NMSDC as the go to organization for minority business enterprises
- Execute, track and measure digital communication and advertise, capture metrics such as opens, clicks, views, social media impressions and engagement
- Evaluate effectiveness of implemented marketing and communication strategies and adjust/revise to achieve expected outcome
- Coordinate photography, filming & production
- Oversee and develop program scripts and talking points for events and media opportunities
- Oversee the production of all website, newsletters, annual reports and social media campaigns and content
- Ensure content and branding messages is consistent across all communication and media platforms
- Research applicable media partners and negotiate contracts via email, telephone and face-to-face meetings
- Obtain advertising opportunities through negotiations with various online and print publications
- Assist with the creation of content to deploy across various social media channels that helps build awareness and drive attendance to events; ensure content and messaging is consistent
- Maintain website with constantly improving and refreshed material

Leadership/Other Duties

- Lead, provide guidance and nurture direct reports as it relates to their daily responsibilities and obtaining defined goals; also guides external marketing/communication vendors
- Translate vision into actionable plans, measurable in quantitative and qualitative terms; includes working with media, regional councils and key stakeholders such as corporate and government partners
- Collaborate with executive leadership teams and key departments such as Corporate Relations, Programs and Conference Meeting and Events to provide direction and implement their marketing and communication needs timely
- Establish processes to align/streamline marketing and communication efforts between NMSDC and our regional affiliates
- Build strong relationship with our Arts, Media, Entertainment and Sports (AEMS) industry group to identify and secure speakers, emcees and high profile personalities for our key events
- Identifies trends and opportunities as well as keeping abreast of the industry and constantly look for new opportunities as well as best practices
- Operationalize, set clear SLA, and content need for all internal and external requests
- Develop/Refine and maintains company's annual marketing and events calendar
- Deliver on multiple deadlines, prioritize effectively and comfortable in a fast-paced environment
- Update job knowledge by participating in educational opportunities, reading trade publications
- Work to create and distribute reports (digital or hard copy) to the relevant internal stakeholders
- Ensure long term, mutually beneficial, relationships with media partners
- Cultivate and extend strategic alliances with sponsors, speakers and media
- Other duties as needed

Scope of Position:

Reports to: Chief of Staff/VP Operations (CME, HR, IT, Marcom)

Supervisory Responsibility (direct reports): TBD

Budget: None

Qualifications:

- Bachelor's degree in marketing, communications, or related field is required, advanced degree is preferred
- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications, media relations, and marketing program to advance an organization's mission and goals
- Minimum 10 years' experience in a senior management role either in-house or with an agency

- A minimum of 5 years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- A minimum of 5 years' experience in developing and implementing social media strategies
- Excellent judgement and creative problem solving skills, including negotiation and conflict resolution.
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, NMSDC's Board of Directors and staff.
- Experienced in speech writing, general business writing and writing for both media and broadcast
- Working experience with creative graphic design, event branding, event production and oversight of ROS
- Proficient in Microsoft Office 365 Suite (Word, Excel, Publisher, Photoshop, Powerpoint)
- Proficient/Competent in Wordpress (webpage development), HTML, CSS and Adobe Illustrator and InDesign or similar programs
- Proficient in the following social media platforms: Facebook, Twitter, Instagram, LinkedIn, and Pinterest
- Advanced knowledge in email marketing tools, content management systems and Google Analytics

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Competencies:

The following NMSDC Leadership Behaviors are important to the success of the organization.

1. Personal Effectiveness
2. Collaboration
3. Effective Communication
4. Flexibility/Agility
5. Dealing with Ambiguity
6. Project Management
7. Customer Focus
8. Result Orientation
9. Peer Relationships

Education:				<ul style="list-style-type: none"> ▶ BA/BS Degree Preferred ▶ Equivalent Work Experience with a min. Associate Degree Required 	Years of Experience:		5 years' of "C" Suite Experience Providing support in a Corporation and/or Non-Profit Organization Required
Other:							
Prepared by:				Date:			
Approved by:				Date:			
1st Revised by:				Date:			
Employee Signature of Receipt						Date:	

NMSDC is an Equal Opportunity/Affirmative Action Employer. EOE/AA M/F/D/V

See Addendum on next page for Work Environment and Physical Demands

ADDENDUM TO JOB DESCRIPTION

Job Title:	Director of Marketing and Communication
Work Environment:	The work environment and physical demands described below may be representative of those required by an employee to perform the essential functions of the job with or without reasonable accommodations.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand on a stool as necessary.

Select the specific physical requirements for the above job using the following measurement points:

Occasionally = under 1/3 of the time	Frequently = 1/3 to 2/3 of the time	Regularly = more than 2/3 of the time
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<u>Travel on company business</u>	
<input type="checkbox"/> Not required <input checked="" type="checkbox"/> Occasionally <input type="checkbox"/> Frequently <input type="checkbox"/> Regularly	
<p><u>Sit</u></p> <p>While performing the duties of this job, the employee is</p> <p> <input type="checkbox"/> Not required <input checked="" type="checkbox"/> Frequently required </p> <p> <input type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required </p>	<p><u>Work at computer</u></p> <p>While performing the duties of this job, the employee is</p> <p> <input type="checkbox"/> Not required <input checked="" type="checkbox"/> Frequently required </p> <p> <input type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required </p>

<p><u>Stand</u> While performing the duties of this job, the employee is <input type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input checked="" type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>	<p><u>Walk</u> While performing the duties of this job, the employee is <input type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input checked="" type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>																
<p><u>Stoop, crouch or kneel</u> While performing the duties of this job, the employee is <input type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input checked="" type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>	<p><u>Reach with hands and arms</u> While performing the duties of this job, the employee is <input type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input checked="" type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>																
<p><u>Climb or balance</u> While performing the duties of this job, the employee is <input checked="" type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>	<p><u>Exposure to excessive noise</u> While performing the duties of this job, the employee is <input checked="" type="checkbox"/> Not required <input type="checkbox"/> Frequently required <input type="checkbox"/> Occasionally required <input type="checkbox"/> Regularly required</p>																
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<p><u>Level of noise typical for the work environment of this job</u></p> <p><input type="checkbox"/> Quiet (little to no noise level)</p> <p><input checked="" type="checkbox"/> Moderate (example: business office with computers and printers, regular office conversation, reception area, etc.)</p> <p><input type="checkbox"/> Loud (example: plant environment with equipment, fork lift trucks, etc.)</p>																	