



Seeking: Communications Director

We long to see men and women find hope and flourish through safe, dignity-affirming and healing work. [The Market Project](#) is a U.S. non-profit 501(c)3 organization that creates market-based businesses that offer stable jobs and support healing for survivors of trauma, exploitation and trafficking.

The Market Project is seeking a Director of Communications (consultancy; hours and salary negotiable) to provide communications services as identified by the Executive Director. The Communications Director will report to the Executive Director. The work will be conducted remotely with occasional in-person meetings.

The Communications Director will also support The Market Project's efforts to build good relationships with prospective donors, communicate with organizations and the broader public.

Services to be performed by Director of Communications

- *Communications strategy*: finalize multi-channel communications strategy and update implementation timetable in keeping with the TMP's 3-year strategic plan. Develop and standardize brand integrity across all platforms.
- *Website*: write content to update and maintain TMP website, including "Latest" articles and Giving page messaging. Develop plan for improving web design and user interface. Assist in the creation of digital, audio, and video content.
- *Newsletters*: develop creative templates for various communications, maximizing The Market Project's CRM system; write and prepare for distribution monthly newsletters according to communications plan.
- *Social Media presence and strategy*: create a TMP social media "voice" that resonates with TMP's community including donors and results in increased followers and giving via social media channels. Oversee content creation and editing of social media posts on LinkedIn, Facebook, Instagram and Twitter.
- *Annual Report*: draft TMP annual report and work with contract graphic designer to finalize and publish.
- *Reports and presentations*: prepare periodic performance reports on TMP's projects for partners and public distribution, as well as presentations for potential funding partners and technical audiences. Manage media relations and develop contacts with academic, NGO, economic development-focused media members, influencers, and community leaders.
- Other communication projects, as agreed.

Skills Required

- strong oral and written communication skills, including copywriting and copy-editing abilities
- demonstrated knowledge and proficiency with communications technologies
- creative thinker with excellent time management skills and flexibility
- effective communicator of concepts, practical activities and programmatic objectives in simple, clear language appropriate to the audience
- must possess strong organizational skills, be detail-oriented and possess the ability to follow projects through to completion
- 3-5 years professional experience in a combination of the following areas: media, strategic communications, journalism, content creation, digital communications, and public relations. Established media relations is a plus
- experience crafting social media messages and promoting issues through social media and other digital platforms
- comfort working on teams as well as acting independently in the implementation of specific tasks, prioritizing, working under pressure and meeting deadlines
- agility with software applications including Word, Excel, PowerPoint
- ability to work and communicate with diverse groups of people of various nationalities and cultural backgrounds
- general knowledge of business terms, basic mental health, and economic development is highly desirable.

Interested? Please send CV to Dorothy Taft, Executive Director
dorothy.taft@marketproject.org