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## Marketing & Communications Director

### Organization Overview

Coaching Corps believes that every young person needs a caring adult outside the home who believes in them, teaches them invaluable life lessons, and helps them to become their best self. For many of us who grew up with access to quality organized sports, that person was a coach.

Middle-class and affluent families pour money and time into ensuring that their kids benefit from sports participation. But kids living in low-income communities have limited access to quality sports programming, leaving them once again on the side-lines.

Coaching Corps is the only national organization with the sole mission of leveling this playing field. We inspire people to volunteer as sports coaches and then place them with after-school programs serving low-income communities so that they can offer quality sports programming with a trained coach. Coaching Corps coaches are trained and supported to use a season of sports to teach kids invaluable life skills such as persistence, optimism, self-regulation, and empathy. Coaches help young people experience the safety, belonging, trust, and autonomy of a great team sports environment while learning to surpass even their own expectations and building confidence and leadership skills.

Since 2012 Coaching Corps has trained and supported over 10,000 people to become sports coaches. In turn, these coaches have provided a season of sports to over 100,000 kids. We operate throughout California, as well as in Boston, Baltimore, Orlando, and Atlanta. This year alone we will provide over 30,000 kids with a trained coach as a role model and mentor. Along the way we are building a vocal constituency of young people, afterschool leaders, sports industry executives, and community leaders, in support of youth sports for *all* kids, regardless of the neighborhood they live in.

Join a growing and dynamic organization committed to closing the sports equity gap. Stand with thousands of volunteer coaches and dedicated afterschool programs that are building the movement to ensure that every child, regardless of their zip code, has access to the transformative power of sports with a trained and caring coach.

More information about Coaching Corps can be found at [www.coachingcorps.org](http://www.coachingcorps.org). **Coaching Corps is an equal opportunity employer. Qualified women, racial and ethnic minorities, persons with disabilities, and those who are LGBTIQ-identified are encouraged to apply. Please send your cover letter and resume to [careers@coachingcorps.org](mailto:careers@coachingcorps.org) with the position name in the subject line.**

### Position Overview

As the Marketing and Communications Director, you are the internal leader and advisor directing and tailoring Coaching Corps' image to each audience it serves. Reporting to the Executive Vice President, the Marketing and Communications Director will work closely with the company's leadership and development teams to shape and execute Coaching Corps' communications efforts including branding,

positioning, public communications, media relations, collateral development, and web communications. This position will be managing one employee at this time, Digital Manager.

### Responsibilities

- Creates and implements annual communications and marketing plan for the organization including the goals, strategies, tactics, campaign promotions, messaging, and distribution
- Serves as the direct personnel manager of communications' support staff member(s) developing their marketing skills to grow within the organization and their careers
- Oversees brand integration throughout the organization ensuring narrative and design excellence, consistency, and clarity across all communications outlets
- Creates, manages, and executes engagement content calendar for Coaching Corps
- Develops and oversees execution of storytelling strategy for the organization, including: developing stories, creating visual assets for digital and printed uses, and drafting speeches
- Ensures full integration of digital marketing strategy to promote news, campaigns, and initiatives, and cross-marketing to various target audiences (i.e. coaches, after school programs, donors, coach alumni)
- Project manages various material design and execution of strategic campaigns for program and development
- Ideates and strategizes with the Program team to evaluate coach recruitment, support, training, and engagement
- Advises the Development team on strategies to promote our work to new donors, share our impact to current donors, and create engaging for them.
- Creates and executes visibility strategies related to events, media, recruitment, and fundraising
- Builds department's practices, processes and systems to serve the communications needs of the organization to deliver the goals of the organization
- Ensure that the department is using the most effective technical tools and innovative communication and marketing techniques
- Informs staff, leadership, and board on all communications efforts

### Qualifications

- 7-10 years of relevant work experience, preferably some in the nonprofit sector.
- Bachelor's degree or higher in Business, Marketing, Communications or related field.
- 3-5 years' management/supervisory experience
- Expertly uses applicable Marketing Cloud software/marketing automation system (ex. Pardot), WordPress, Salesforce
- Demonstrated success working with the media, establishing productive working relationships with editors and reporters, ideally in the San Francisco Bay Area.
- Ability to translate big-picture, strategic ideas into detailed action plans for short and long-term implementation and project-manage them to success
- Experience with digital media and/or directing digital marketing professionals
- Excellent writer; demonstrated ability to quickly produce written materials that effectively communicate complex issues through effective messages targeted at the intended audience
- Team player with a flexible, collaborative work style and a highly developed service orientation
- Strong presentation skills

- Personal or professional passion for youth outreach and/or sports ideal

**Working Conditions/ADA information**

Work performed at Coaching Corps headquarters is in an accessible, secure, and quiet office environment. Responsibilities occasionally may require an adjusted work schedule, overtime, and evening/weekend hours in order to meet deadlines. In addition, the following physical requirements are indicated below using the following key definitions:

- Task is not applicable during most, if not all, working hours – described as N/A
- Task takes less than one-third of the time – described as “occasionally” or “O”
- Task takes one-third to two-thirds of the time – described as “frequently” or “F”
- Task takes more than two-thirds of the time – described as “regularly” or “R”

Fine Manipulation	R	Move, Traverse	F
Vision – close	R	Climb	N/A
Vision – distance	F	Stoop/Kneel/Crawl	O
Ability to lift <10 lbs	O	Talk	R
Ability to lift 25 lbs	N/A	Hear	R

Coaching Corps reserves the right to assign or reassign duties and responsibilities to this job at any time. The job description reflects management’s assignment of essential functions, but it does not restrict the tasks that may be assigned.