



More than a Chance, A Change

DIRECTOR OF MARKETING AND COMMUNICATIONS

Nashville, TN

ABOUT DISMAS HOUSE

Dismas House is a 501(c)(3) residential reentry program for men leaving incarceration from across Tennessee. Since 1974, Dismas House has improved lives and strengthened communities by helping formerly incarcerated individuals reenter society. By addressing the barriers returning citizens encounter, the organization aims to set the national standard for reentry success and, ultimately, end the cycle of incarceration. For 46 years, Dismas House served its population from an 8-bed house on Music Row. Recognizing the importance of holistic services that extend beyond housing and employment, the organization expanded to a new 72-bed campus in 2020. This year, Dismas House celebrates its 50th anniversary.

To learn more about Dismas House, please visit www.dismas.org.

POSITION SUMMARY

Working on-site and reporting to the VP of Development, the Director of Marketing and Communications will play an instrumental role in driving brand awareness and engagement for Dismas House by developing and implementing effective marketing and communication strategies, including storytelling to leverage the organization's impact.

PRIMARY RESPONSIBILITIES

- Develop, execute, and evaluate comprehensive marketing and communications strategies for Dismas House's programs, including but not limited to:
 - A wide array of publicity, promotional, communication and marketing materials utilizing print and digital media channels.
 - Implementation and maintenance of a strategic timeline for all marketing and communications campaigns.
- Create and publish engaging content for various platforms including websites, social media, impact blog, email, and print.
- Develop and evaluate comprehensive marketing and branding strategies surrounding fundraising and cultivation events with the VP of Development.
- Collaborate with the VP of Development to develop event sponsorship opportunities (deck) and ensure deliverables are met.
- Produce talking points and scripts for special events and media opportunities.



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- Develop marketing collateral (print and digital) for Dismas House outreach opportunities.
- Uphold Dismas House's branding standards to create consistency and recognition across all marketing and communications channels.
- Serve as a liaison for marketing and communication vendors including PR specialist, videographers, photographers, and print production team.
- Perform other duties as assigned or needed.

DESIRED BACKGROUND AND PERSONAL ATTRIBUTES

- Bachelor's degree in marketing, communications, journalism, or similar studies from an accredited college or university.
- Five or more years of professional work experience in marketing or related field.
- Exceptional written and oral communication skills with high attention to detail.
- Experience developing and executing marketing and branding strategies.
- Excellent time management skills.
- Demonstrated ability in managing website content, email marketing platforms, and social media accounts.
- Experience monitoring analytics across web and social media and implementing optimizations as needed.
- Display a high degree of initiative and ability to work autonomously while achieving high-impact results.
- Excel in organizational leadership abilities, including increasing efficiencies around systems, procedures, and protocols.
- Possess a high level of integrity with a proven ability to establish trust-based relationships regarding ongoing, mutually beneficial partnerships.

DESIRED SKILLSET

- Nonprofit storytelling
- Experience using email marketing platforms – e.g., Constant Contact or MailChimp.
- Experience using project management tools – e.g., Trello or Asana.
- Experience using social media scheduling tools – e.g., Buffer or Loomly.
- Experience with Adobe Creative Suite and/or Canva.



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COMPENSATION

Compensation for the Director of Marketing and Communications includes a competitive nonprofit base salary commensurate with experience, and a performance-based incentive package, generous paid time off, and paid insurance benefits.

Interested parties should send a resume, a cover letter, and writing/design samples to careers@dismas.org. No phone calls, please.

No person in the Dismas organization shall on the grounds of race, gender, disability, religion, national origin, or sexual orientation be excluded from the participation in, or be denied the benefits of, or be subjected to discrimination under any program or activity associated with Dismas House.