



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.

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

POSITION SUMMARY

Reporting to the Chief Development Officer, the Director of Marketing and Communications will lead the development and execution of integrated marketing, branding, and public relations strategies that elevate the mission and impact of Dismas House. This role is responsible for advancing the organization's visibility, deepening community engagement, and reinforcing brand consistency across all platforms. Through compelling nonprofit storytelling, strategic media outreach, and multi-channel campaigns, the Director will drive awareness, strengthen stakeholder trust, and support fundraising and programmatic goals.

PRIMARY RESPONSIBILITIES

Marketing Strategy & Branding

- Develop, execute, and evaluate comprehensive marketing and branding strategies for Dismas House's programs and events in partnership with the Chief Development Officer.
- Create a wide array of publicity, promotional, communication, and marketing materials using both print and digital media channels.
- Implement and maintain a strategic timeline for all marketing and communications campaigns.
- Uphold Dismas House's branding standards to ensure consistency across all channels.
- Collaborate with the Chief Development Officer to develop event sponsorship materials (e.g., decks) and ensure deliverables are met.



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Content Creation & Management

- Create and publish engaging content for the website, email, social media, blog, and print materials.
- Develop compelling storytelling content that highlights resident impact, program outcomes, and donor engagement across all platforms.
- Produce talking points, scripts, and other materials for special events and leadership.
- Develop marketing collateral (print and digital) for outreach and engagement opportunities.
- Manage website content, email marketing, and storytelling that reflects the organization's impact.

Social Media & Digital Engagement

- Develop and manage social media content and scheduling, ensuring alignment with campaign goals.
- Oversee paid social media advertising strategies, especially for key fundraising events and campaigns.
- Monitor analytics across web and social media platforms and implement optimizations to improve engagement.

Media & Public Relations

- Serve as the primary point of contact for media inquiries and public relations efforts.
- Draft and distribute press releases, conduct ongoing media outreach, and pitch stories on relevant trends and events.
- Cultivate relationships with journalists and media outlets to elevate Dismas House's visibility and impact.
- Prepare spokespeople for media opportunities with briefing documents and support materials; staff interviews and follow-up with reporters as needed.
- Monitor media issues that could affect Dismas House and advise the Leadership Team on crisis communications.
- Conduct media training for spokespeople and maintain the Dismas House Media Policy.

Project & Vendor Management

- Serve as a liaison for marketing and communications vendors, including videographers, photographers, and print production.
- Provide regular status updates to the Chief Development Officer and troubleshoot issues as they arise.
- Perform other duties as assigned or needed.



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DESIRED BACKGROUND AND PERSONAL ATTRIBUTES

Education & Experience

- Bachelor's degree in marketing, communications, journalism, or a related field.
- Eight or more years of professional work experience in marketing or a related field.
- Proven experience developing and executing marketing and branding strategies.

Communication & Media Expertise

- Exceptional written and oral communication skills with high attention to detail, including experience in nonprofit storytelling and preparing leadership for media interactions.
- Ability to proactively monitor media trends and advise on crisis communication strategies.

Digital & Technical Skills

- Proficiency in managing website platforms (e.g., WordPress, Squarespace), email marketing (e.g., Constant Contact, MailChimp), and social media scheduling tools (e.g., Buffer, Loomly).
- Experience with design tools such as Adobe Creative Suite and Canva.
- Ability to track digital analytics and adapt strategies accordingly.

Project & Team Management

- Excellent time and project management skills with the ability to handle multiple priorities simultaneously.
- Familiarity with project management tools such as Trello or Asana.

Personal Attributes

- High degree of initiative and ability to work autonomously while achieving high-impact results.
- Integrity and a proven ability to establish trust-based relationships.
- Strong troubleshooting skills and resourcefulness to overcome challenges.
- Organizational leadership capabilities with a drive to improve systems, processes, and outcomes.



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COMPENSATION

Compensation for the Director of Marketing and Communications includes a competitive nonprofit base salary commensurate with experience, \$74,000- \$79,000 and a performance-based incentive package, generous paid time off, and insurance benefits.

Interested parties should send a resume, a cover letter, and writing/design samples to comms@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.