

Director of Marketing and Communications

Number of Position(s): 1

Portfolio: Marketing and Communications

Reports to: Chair

Level: Board

Length: Start: 01/26 – End: 01/28 (2-year commitment)

Hours/Week: Minimum 6–8 hours/week; additional hours may be required leading up to events and deadlines

ABOUT TVZ:

The Tamil Venture Zone is a non-profit entrepreneurship incubator program dedicated to fostering a community of emerging entrepreneurs. Our mission is to provide them with the necessary support and networking opportunities to propel their businesses to new heights. The program encompasses a comprehensive 8-week curriculum addressing key challenges, including securing initial sales, personalized mentorship from accomplished business leaders, and a culminating pitch competition open to the public.

MARKETING AND COMMUNICATIONS - KEY PORTFOLIO INITIATIVES AND EVENTS

Creation of filler content, Managing marketing campaigns, Strategizing content ideas for various social media platforms, Managing newsletter content, Capturing event recaps for social media, Working with portfolios to create tailored marketing content for event promotion and initiative awareness, Analyze Marketing Analytics, Strategize ways to boost member base

ROLE DESCRIPTION

The Director of Marketing and Communications will lead TVZ's marketing, communications, and public relations efforts, ensuring the organization's initiatives and events are effectively promoted across multiple platforms. This role will focus on developing and executing strategies to enhance TVZ's social media presence, manage marketing campaigns, and produce engaging content for key events. The Director will also oversee the development of our website and expand content across all communication channels to better serve the community and stakeholders. Collaboration with various portfolios is essential to tailor marketing efforts for event promotion and community awareness.

Key Responsibilities:

- **Strategic Communications and Content Creation:** Develop and implement communication strategies to promote TVZ initiatives, ensuring compelling content across social media platforms and the website.
- **Social Media Management:** Manage and expand TVZ's social media presence, creating and curating content that engages the community, promotes events, and raises awareness about the organization's initiatives.

- **Marketing Campaign Management:** Lead and execute marketing campaigns for events and initiatives, including social media ads, email marketing, and partnerships.
- **Website Development and Content Expansion:** Oversee the creation and improvement of the TVZ website, ensuring it reflects the organization's goals and provides valuable resources to the community.
- **Newsletter Content Management:** Manage the content of newsletters, ensuring timely, relevant, and engaging updates for stakeholders.
- **Event Recaps and Promotion:** Capture event highlights and recaps for social media, promoting event outcomes and participant success stories.
- **Tailored Marketing Content for Portfolios:** Collaborate with different portfolios to develop tailored marketing materials, ensuring event promotion is aligned with the goals of each initiative.
- **Community Engagement:** Drive engagement by working with other team members to raise awareness of TVZ's events and initiatives and create opportunities for networking and collaboration.
- **Sponsorship and Partner Promotion:** Support the marketing of sponsor partnerships through visibility and communication in marketing materials, ensuring value for sponsors.
- **Leadership and Team Collaboration:** Lead and support a team of marketers and content creators, working closely with other portfolios to align marketing strategies with broader organizational goals.
- **Regular Reporting:** Provide updates to the Chair and Board on marketing initiatives, campaign success, social media analytics, and website performance.
- **Post-Event Evaluation:** Analyze the effectiveness of marketing efforts, gathering feedback to improve future campaigns and content strategies.

QUALIFICATIONS:

- **Education:** Post-secondary education required, preferably in marketing, communications, public relations, or a related field.
- **Communication Skills:** Strong written and verbal communication skills, with the ability to create compelling narratives for diverse audiences.
- **Marketing and Social Media Expertise:** Proven experience in managing social media accounts and executing marketing campaigns, preferably in a non-profit or community-focused environment.
- **Content Creation Skills:** Experience in producing engaging content for various platforms, including text, video, and graphics.
- **Website and Digital Strategy Experience:** Familiarity with website development, content management systems, and digital marketing strategies.
- **Project Management Skills:** Ability to manage multiple marketing projects, coordinate with different teams, and meet deadlines.
- **Leadership Experience:** Proven experience in leading teams, guiding members, and ensuring alignment with strategic goals.
- **Sponsorship and Partnership Development:** Experience in marketing sponsor visibility and engagement in community-based events.

- **Community Engagement:** Strong ability to connect with the community and drive engagement through various digital platforms.
- **Time Management:** Excellent organizational skills with the ability to balance multiple priorities and ensure timely execution of marketing tasks.
- **Technology Proficiency:** Proficient in social media platforms, Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Gmail, Google Drive, Docs, Sheets, Slides, Calendar), Graphic editing software, and content management systems.
- **Creative Thinking:** Innovative and strategic thinking to develop new ideas and approaches for content creation and marketing campaigns.