



Title: Director of Marketing & Communications

Reports to: Director of Operations

FLSA Classification: Salaried Exempt

Job Classification: Full-time

Bernie's Book Bank is a non-profit organization that collects, processes and distributes quality new and gently used children's books to significantly increase BOOK OWNERSHIP among at-risk infants, toddlers and school-age children throughout Chicagoland.

Primary Function:

Bernie's Book Bank is looking for a creative, enthusiastic and dedicated self-starter to serve as our Director of Marketing & Communications. We need an energetic team player who is passionate about our mission to significantly increase BOOK OWNERSHIP among at-risk infants, toddlers and school-age children. As an essential member of the Bernie's Book Bank team, the Director of Marketing & Communications will bring innovative ideas and a "roll-up-your-sleeves" attitude resulting in more books donated, more volunteers engaged and more money raised.

Ultimately, the Director of Marketing & Communications will be responsible for managing ALL our marketing and communications strategy, raising awareness of our mission and encouraging involvement across our community, while maintaining the integrity of Bernie's Book Bank's mission, culture and goals at all times.

Essential Job Responsibilities:

- Develop, manage and execute ALL Bernie's Book Bank marketing/communications strategy based on the organization's annual objectives to increase books, volunteers, events and funding.
- Develop and manage an annual Editorial and Communications calendar.
- Maintain and manage existing communication vehicles while creating inspiring new ones.
- Gather content (testimonials, stories, photos and videos) to create communications that resonate with our target audiences and emphasize the breadth of our activities.
- Ensure all marketing and communications are consistent with our brand guidelines.
- Oversee and facilitate the proper levels of promised communication/marketing benefits with all strategic partners (annual sponsors, event sponsors, Book Drop Network Partners, Collection Partners etc.).
- Attend strategic marketing events promoting Bernie's Book Bank.
- Engage in strategic planning discussions with other members of leadership team.

Requirements:

- Candidates MUST consistently demonstrate the Bernie's Book Bank Team Pillars: Relationships, Energy, Edge, Limitless and Simplicity.
- Candidates will have a Bachelor's degree with a minimum of 3 years relevant work experience.
- Ability to speak to media, potential funders, partners, etc.

- Demonstrate appropriate sense of urgency.
- Excellent writing skills and meaningful experience in marketing/communications/PR are required (including a working knowledge of graphic design and web design).
- Working knowledge of CRMs, all Google Applications, Constant Contact, WordPress, PowerPoint, Facebook, LinkedIn and Twitter required. Must be able to learn and advise others about emerging communications options.
- Willingness and ability to work with volunteers and interns to facilitate and coordinate the execution of the responsibilities associated with this position.

Working Conditions/Physical Demands:

While performing the duties of this job, the incumbent will typically be working in an office environment and occasionally at venues where book distributions take place and will be required to see, hear, and touch on a regular basis. At times, may be required to travel to speak on behalf of Bernie's Book Bank.

Reasonable accommodations may be made for individuals with disabilities to enable them to perform the essential job duties.

Benefits:

- Medical Insurance
- Paid Time Off
- Great working environment
- Long-term growth potential

No phone calls, please. Please send cover letter and resume to: Caryn Adolph, Director of Operations, caryn@berniesbookbank.org