

# Scarlet Hope<sup>®</sup>

## Director of Communications

### **Roles & Responsibilities:**

**Reports to:** Chief Strategy Officer of SH INC

**Location:** Louisville, KY

Scarlet Hope exists to share the hope and love of Jesus with women that the adult entertainment industry has exploited. Our vision is to see every exploited woman restored by the hope and confidence that Jesus loves her.

Scarlet Hope seeks an experienced and technically-minded Director of Communications to help plan, execute, and track marketing/digital marketing initiatives. The candidate will be responsible for the overall project management and deployment of campaigns and will have a deep focus on marketing analytics. Must be able to communicate across internal and external teams, highly proficient in project management, and able to participate in analytic review and analysis.

### **Job Responsibilities Defined:**

#### **Strategy of Brand Presence**

- Develop and lead the implementation of impactful communications strategies that support organizational objectives
- Steward the Scarlet Hope brand and narrative with care and excellence, including the development of the brand voice
- Ensure brand voice and brand integrity through all Scarlet Hope communications
- Analyze trends and identify opportunities to advance the Scarlet Hope movement
- Fully define audiences and develop personas to inform marketing practices and brand voice
- Produce an annual impact report

## **Communications**

- Establish and drive a multi-channel communications strategy
- Prepare and manage all communications material
- Lead communications, with a focus on increased reach and engagement
- Collaborate with staff members and the communication team to maintain an active and vibrant social media presence
- Manage all media relations, including crisis communications
- Create and maintain project updates from Communication team members

## **Marketing and Development**

- Create strategies and campaigns aimed at sharing the brand story, raising awareness, and generating donations
- Oversee the planning and execution of marketing initiatives
- Analyze metrics and outcomes to inform in-market adjustments and future strategies
- Plan and spearhead marketing campaigns and events to grow awareness and strengthen brand presence
- Track and ensure continuous improvement of marketing processes and practices
- Create and manage an annual marketing and communications budget

## **Leadership**

- Collaborate and strategize with the Scarlet Hope leadership team to carry out the mission and vision
- Coach communication staff's efforts to reach its target audience effectively
- Nurture, lead, and develop communication staff

## **Required Skills:**

- Bachelor (or equivalent experience) in Communications, Marketing, Digital Marketing or a related field
- Minimum of 5 years in a similar capacity and/or demonstrated experience in branding, storytelling or experiential marketing
- Ability to lead in a collaborative, creative environment
- Strong desire to learn and teach
- Analytical thinker who can derive insights from data to improve processes and campaigns
- Effective communicator
- Demonstrated mastery of marketing and communication principles
- Proficiency in writing and presenting the complex subject matter, including crisis communications

**Other Expectations and Requirements**

- Be present for staff meetings
- Always willing to learn and grow as a leader and professional
- An eye for innovation and the willingness to lead and take initiative
- Ability to work some evenings and weekends
- Travel as needed, including staff retreat 1x a year

*Flexibility is a vital aspect of the role of the Communications and Marketing Director. There will be miscellaneous tasks and responsibilities that may be assigned to you. It will be essential that your role be viewed as being a flexible member of a team. We are excited and thankful for your skills and gifts.*

**Hours**

This is a full-time, salaried position. The general hours will be completed during normal business hours through a hybrid work location schedule. However, flexibility will be required based on evening/weekend meetings and events.