

## **Marketing and Communications Director**

Are you an experienced marketing and communications professional who can take a growing organization to the next level? The William G. Pomeroy Foundation® is seeking an enthusiastic Director with a proven track record of creating and executing successful marketing and communication programs. This is an exciting opportunity to bring a strategic vision to the marketing and communication initiatives of a mission-driven non-profit as we continue to expand our Historic Roadside Marker Grant programs nationwide.

### **Responsibilities include:**

- Develop and execute traditional and digital marketing campaigns.
- Identify new ideas and ways to promote the Foundation that develop buzz among target audiences, including grant applicants, prospects and the history community at large.
- Provide editorial direction, copy, design, production and distribution of all marketing and communication projects.
- Identify and manage participation in conferences and exhibit halls to further elevate brand awareness, increase grant applications, and form new partnerships and programs.
- Develop a comprehensive market intelligence plan to capture, analyze and interpret data from multiple sources to identify and evaluate potential and existing applicants and partners.
- Optimize website and manage social media presence to improve Foundation reputation, recognition and engage audience.

### **Education and Experience:**

- Bachelor's degree in Marketing or related required.
- Five plus years' experience leading a marketing program.
- Supervisory experience preferred.

### **Skill Sets:**

- Exemplary communication, presentation and writing skills.
- Strong understanding and insights into digital and online media platforms and trends.
- Excellent project management skills with the ability to prioritize and execute multiple, time-sensitive projects.
- Self-motivated and able to make decisions.
- Strong analytical skills.
- Able to travel to local, regional and national conferences and other events.
- Experience with Constant Contact, WordPress and project management software a plus.

### **About Us:**

The William G. Pomeroy Foundation® is a private, grant-making foundation based in Syracuse, N.Y. One of our initiatives is to help communities celebrate their local history with premium cast aluminum roadside markers. Since 2006, the Pomeroy Foundation has dramatically grown. In the first five years the Foundation funded 32 markers exclusively in Onondaga County, NY to now over 1,100 markers nationwide to date, all the way to Alaska. The number of marker grant programs offered by the Foundation has expanded from one to eight, covering diverse subjects such as women's suffrage, folklore, and transportation canals, with additional programs to be launched in the future. Learn more about the Pomeroy Foundation by visiting: [www.wgpfoundation.org](http://www.wgpfoundation.org).