

Director of Marketing and Communications - Volunteer Position

Dimensions Sciences is seeking a Director of Marketing and Communications. Our mission is to assist early-career scientists from underrepresented communities with mentoring programs and scholarships to promote diversity in the sciences to further equity, international collaboration, and innovative research. We are a small, completely volunteer organization that needs your expertise.

Job Responsibilities

- Direct the organization's marketing and communications activities to align with the overall strategy of the organization
- Communicate with and be accountable to the organization's leadership to stay informed of our overall organizational strategy
- Collaborate with members of the Fundraising Team to develop marketing campaigns aligned with our fundraising approaches
- Lead a team of content specialists and social media specialists, providing direction according to our short-term and long-term communications strategy
- Create communications campaigns, looking forward as long as three months to plan the team's work
- Understand current marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Analyze the effectiveness of past and current campaigns
- Create and maintain a successful brand and image that attracts customers to the product or service
- Develop marketing strategies for new products or services that comply with current organizational standards

Job Skills & Qualifications Required

- Project management skills
- Experience with graphic design as a marketing and communications tool
- Adherence to organizational branding and style guidelines
- Collaboration with and accountability to organizational leadership
- Organizational skills and attention to detail

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- Understanding of our audience and marketing strategies to attract followers
- Excellent communication skills, both written and verbal
- Innovation and creativity to create brand new strategies that attract followers, supporters, and donors
- Ability to lead groups and be decisive
- Collaborative skills to accept and incorporate ideas into strategies
- Time management and organization to meet strict deadlines
- Ability to recognize trends and stay ahead of them
- Knowledge of internet marketing campaigns

Preferred

- Bachelor's degree in communication, marketing, or related/applicable area
- One year or more of experience in marketing, communications, and/or nonprofit work
- Previous experience leading a team
- Previous experience with social media platforms and graphic design tools, specifically Canva