



DIRECTOR OF MARKETING AND SPECIAL EVENTS

HISTORY

In 1974, Father Jack Hickey and a group of Vanderbilt University students came up with an idea. What if, they asked, we could create a safe haven where we could share a home with former offenders transitioning out of prison — a place that would build a deeper sense of community for both parties and would help former offenders find supportive services, obtain jobs and become full and successful participants in the larger society?

As Father Hickey saw it, college students and former offenders are at a similar stage in life — preparing to take their place as contributors to society. He believed each could benefit and learn from the other. This vision was the genesis of Dismas House, which opened in Nashville later that year as an extension of the Vanderbilt Prison Project. Across the United States and internationally, other organizations have applied the Dismas House model, which has been widely recognized for its success.

HOW IT WORKS

For the formerly incarcerated, having a place to stay in a supportive environment is the first step toward successful reentry to society. Having a home, and not just a house, can make all the difference.

Upon their release, offenders who have been carefully screened, live at Dismas House as they transition back into the community. They find a safe haven and a family-like atmosphere amid college students, staff and many volunteers who become part of their daily lives. Typically, residents live for 4-6 months in Dismas House, which is built on a framework of support, self-sufficiency, and personal accountability. Professional caseworkers help to match them with resources to meet each person's unique needs. For their part, residents stay for a minimum of 90 days, uphold positive standards of living, participate in a holistic programming model, are active members of the household and broader community, and pay a modest program fee. They leave with a stable income, a supportive network of friends, a greater sense of self-worth, a fresh chance and real hope for the future. In this way, Dismas House combines a mission of caring with a unique form of crime prevention. It works.

To learn more about the impact of Dismas, Inc. please visit <http://www.dismas.org>

POSITION SUMMARY

Working from the Nashville headquarters and reporting to the VP of Development, the incoming Director of Marketing and Special Events is responsible for the development, direction and evaluation of a comprehensive marketing program and the administration of annual agency special events.

PRIMARY RESPONSIBILITIES

- Responsible for the development, direction and evaluation of comprehensive marketing and branding strategies for Dismas' services and programs.
- Develops and executes, from conception to production, a wide array of publicity, promotional, communication and marketing materials utilizing a variety of print and digital media.
- Oversees the creation and production of printed materials and continuously updates and enhances the website, digital footprint, and social media outlets.
- Manages website design and content management in an accurate and timely manner.
- Designs, communicates, and upholds Dismas' branding standards that create consistency and recognition across all marketing platforms.
- Assesses effectiveness and satisfaction of marketing and outreach strategies on an ongoing basis.
- Communicates effectively and facilitates ongoing meetings with the Dismas program team.
- Produces and maintains an active plan and timeline for all marketing campaigns to include evaluation and assessment of the effectiveness of campaigns.
- Coordinates and leads Dismas outreach opportunities.
- Develops, implements and evaluates annual fund development plans that focus on diversifying revenue through special fundraising events, individual/major donor cultivation, direct mail, community involvement and social media campaigns, as well as foundations and corporations in coordination with the VP of Development and key staff. *Dismas' annual special fundraising and cultivation events include: Forgiveness Luncheon, Dismas Day, Father Jack Hickey Circle of Grace Reception, and Volunteer Appreciation Dinner*
- Track and manage special events budgets.
- Research and evaluate potential corporate sponsorships for special events.
- Manage the donor database of individuals, major donors, corporations, businesses and foundations.
- Assist the VP of Development with donor relations.
- Provides event planning resources and guidance for Dismas events and is responsible for collecting and organizing all event details.
- Serves as a liaison between Dismas and marketing and communications vendors.
- Serves as staff for assigned board committees.

DESIRED BACKGROUND AND PERSONAL ATTRIBUTES

- Bachelor's Degree from an accredited college or university
- Seven or more years of professional work experience in marketing or related field.
- Must have experience developing marketing and branding strategies.
- Must have experience managing websites and social media accounts.
- Must have experience maintaining an annual budget.
- Must have experience developing, organizing, and coordinating special events.

- Must have excellent written and oral communication skills.
- Experience working with volunteers, volunteer leadership, and program staff
- Must possess a high level of integrity with a proven ability to establish trust-based relationships regarding ongoing, mutually beneficial partnerships
- Able to work autonomously while achieving high impact results
- Propensity to work with high energy, a high degree of initiative and from a positive perspective while maintaining flexibility and attention to detail
- An ability to work effectively as part of a team and an interest in building a strong organizational culture
- Excel in organizational leadership abilities, including increasing efficiencies around systems, procedures, and protocols.
- Be versatile in interacting and communicating effectively with everyone from an ex-offender to a potential donor in the C-suite.
- Outstanding public presentation skills and a capacity to communicate effectively to the board, committees, staff, volunteers, and the public in a concise, focused, and convincing manner.

COMPENSATION

Compensation for the Director of Marketing and Special Events includes a competitive nonprofit base salary commensurate with experience, a performance-based incentive package and a package of employee and health benefits.

Dismas Inc. is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBT applicants.