



## **Arlington Neighborhood Village** *Neighbors Helping Neighbors Age in Place*

### **Outreach, Communications and Marketing Director**

Arlington Neighborhood Village (ANV) is a volunteer-driven non-profit organization, serving 370 residents 55 and older in Arlington County, VA. ANV's mission is to enable its members to continue living in their own homes as they age. ANV offers practical and social support to ensure seniors of all backgrounds and economic means can age in place within a vibrant, caring community. For an annual fee, members have access to a variety of volunteer-provided services such as transportation, errands, tech help, and minor home maintenance, as well as social, educational and wellness programs. ANV has a generous Discounted Membership Program which makes ANV membership possible for lower income older adults.

#### **Position Description**

ANV's Outreach, Communications and Marketing Director oversees all outreach and communications with ANV members and the public with the goal of increasing the organization's visibility in Arlington so we can serve more older adults wishing to age in place.

Strong candidates are passionate about cultivating and stewarding relationships with key partners in Arlington and creating brand communications and content in a culturally competent and authentic way. This is a great opportunity to use your communication skills, creativity, passion, and experience to build relationships across a range of stakeholders and connect them with our mission to enhance the aging experience in Arlington.

The Outreach, Communications and Marketing Director is a full-time employee working up to 40 hours/week in a hybrid combination of telework (phone, computer and email) and in-person (in the ANV Office) activity.

#### **Responsibilities:**

##### Community Outreach

- Cultivate new and deepen existing community, nonprofit, and local government partnerships with the intent of building awareness of ANV in Arlington's diverse communities to increase membership, volunteer recruitment, and generate opportunities for collaboration.
- Develop a calendar of community outreach and engagement opportunities and events that will enhance ANV's reach and engagement in diverse communities across Arlington
- Build authentic and strategic relationships with community members and core partners
- Coordinate with ANV's Senior Ambassador Program on outreach to Arlington's rich and diverse ethnic communities.

## Marketing

- Develop a plan that addresses all marketing channels and how ANV will leverage each to distribute and amplify messaging. Included in the plan should be metrics that will measure each channel for performance success over time.
- Provide oversight of the production of branded print materials, including the organization's quarterly newsletter as well as brochures to promote membership, corporate sponsorship, and legacy giving.
- Ensure ANV 's website content is up to date.
- Perform daily updates of digital channels and analyze our social media profiles to grow our community online.
- Create standardized presentations and drop in articles to be given by select ANV representatives to community groups, corporations, peer nonprofits, etc.

## Communications

- Draft ANV communications to members, including the quarterly ANV Voices.
- Develop story lines that reflect the member and volunteer experience for use in communications and fundraising efforts

## **Success: This is what success looks like in your first six months**

- You've created a basic marketing toolkit and slide deck that tells ANV's story—the need for our work and our impact in the community
- You drafted the quarterly ANV Voices
- You have crafted a drop in article for Civic Associations and have communicated with 10 civic associations
- You've grown our presence online by 5-10%
- You have gained the trust of your peers and colleagues as a team player
- You have supported ANV's Senior Ambassador Program outreach

## **Qualifications:**

- Alignment with the mission and values of Arlington Neighborhood Village
- 2+ years experience in nonprofit marketing, community outreach, PR, or related field
- Strong verbal and written communications skills with a demonstrated ability to engage diverse audiences across different sectors (e.g., neighborhood communities, volunteers, corporate audiences)
- Proven ability to support email, direct mail, social media, etc. (You should be able to build marketing and event materials and graphics on your own)
- Excellent interpersonal and communication skills and some experience building relationships
- Sensitivity to and experience in working with culturally diverse populations
- Social media savvy and demonstrated knowledge of the ins and outs of social media marketing
- Strong organization and record-keeping skills
- Facility with Microsoft Office Suite and comfort with data management systems

Please let us know in your cover letter if you have any of these additional qualifications:

- Familiarity with local community resources and services in Arlington
- A solid background in Canva or graphic design and creating event graphics across social media platforms
- Fluency in Spanish, desired

**Compensation**

Dependent upon experience.

ANV is an equal opportunity employer. We are committed to hiring the best person for the job based on qualifications and experience and do not discriminate based on age, race, ethnicity, religion, gender, disability status, genetics, protected veteran status, sexual orientation, or gender identity or expression.

We are actively working to build an organization that reflects the diversity of the Arlington community. Multilingual, multicultural and candidates of color are strongly encouraged to apply.

Interested candidates should email a cover letter and resume to [ExecDir@ANVarlington.org](mailto:ExecDir@ANVarlington.org). Applications will be reviewed on a rolling basis and the position will remain posted until filled. The selected applicant will be asked to provide proof of vaccination status for COVID-19.

*Don't meet every qualification? Studies have shown that women and people of color are less likely to apply to a job unless they meet 100% of the job qualifications. If you are passionate about the role and the organization, we encourage you to apply even if your experience does not meet every requirement. You could be the perfect fit for this role or other opportunities!*

For more information about Arlington Neighborhood Village and its activities and programs, please visit our website [www.ANVarlington.org](http://www.ANVarlington.org).