

CFE DIRECTOR OF COMMUNICATIONS JOB DESCRIPTIONS

Coaching For Everyone is seeking a mission-driven volunteer to serve as the new Director of Communications.

Who we are

Coaching For Everyone (CFE) is a 501c3 non-profit on a mission to diversify the coaching industry and deliver high-impact coaching to under-resourced and underserved communities.

Who you are:

- You are an experienced and enthusiastic communications professional.
- You are a strategic thinker who enjoys working both independently and collaboratively.
- Your superpower is transforming the hearts and minds of people through powerful storytelling and compelling, human-centered communications.
- You believe in our mission, and are committed to supporting it.
- You have strong connections to BIPOC communities.
- You enjoy taking on new challenges and are excited at the opportunity to make a big impact at CFE.
- You have a vision for what you'll deliver in your first 90 days.

Director of Communications

The Director of Communications will develop and execute a comprehensive communications and marketing strategy, manage CFE's website, and other public relations activities, and support fundraising campaigns in partnership with the Executive Director, Board of Directors, and Leadership Team. As the Director of Communications, you'll play a pivotal role in helping CFE increase its impact and ability to deliver high-impact coaching to BIPOC communities by amplifying our mission and impact across our internal and external stakeholders.

Primary Responsibilities:

- Develop impactful organization-wide communications and marketing strategies, a brand identity, and outreach campaigns that allow CFE to reach a diverse audience, and meet its annual revenue goals.
- Partner with the CFE Leadership Team to identify internal and external communications opportunities, and define and execute appropriate strategies to support them.
- Develop, review, edit, and distribute online and printed communications, including but not limited to: email campaigns, newsletters, videos, social media content, press releases, CFE magazine publications, reports, and other marketing content and communications.
- Manage the CFE website, social media handles, and other online publications.
- Drive brand awareness across multiple channels.
- Measure and report on the effectiveness of different communications and marketing strategies.
- Partner with the Executive Director, Board of Directors, and Leadership Team to support CFE's mission and the communication needs of each department. This includes, but is not limited to:

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- External talking points
- Speaking arrangements
- Presentations
- Other communications support for giving campaigns, fundraising, CFE Live Events, Board meetings, the Scholar Programs, and engagement across the Coaches of Color Network
- Manage relationships with external communications and marketing partners.
- Develop, track, and manage a communications and marketing budget.

Required skills

- Minimum of 3-5 years of marketing, events planning, or fundraising experience; or equivalent in education
- Excellent organization and project management skills
- Exceptional written and verbal communication skills
- Ability to successfully manage multiple projects at the same time
- Proven track record of building strong relationships across a diverse group of stakeholders
- Ability to operate at both the strategic and tactical levels
- Experience developing and managing a budget
- Strong attention to detail
- Experience with social media marketing
- Strong data analytic and reporting skills

Preferred skills

- Experience working with a non-profit
- Experience with Microsoft Office Suite and Google suite
- Experience with Adobe Creative Suite
- Experience with Wordpress and/or HTML

We encourage people of all backgrounds to apply for this role, even if you don't meet all of the role requirements.

Interested in this role? Please send your resume and a letter of interest to Victor McGuire, PhD (victor@coachingforeveryone.org), Founder and Executive Director of Coaching For Everyone.