



## **Director of Marketing and Public Relations**

**Meals On Wheels Atlanta  
1705 Commerce Drive NW  
Atlanta, GA 30318  
404-351-3889 (Main)**

### **Position Purpose:**

The Director of Marketing and Public Relations is responsible for planning, development, and implementation of all of internal and external marketing strategies, marketing communications, and public relations activities. The position oversees the development and implementation of support materials and services in the areas of marketing, communications, and public relations, including social and traditional media. The Director supervises and leads the efforts of marketing and events staff and coordinates at the strategic and tactical levels with other functions of MOWA, including fundraising through special events.

### **Scope of Responsibilities:**

The Director of Marketing and Public Relations reports to the Chief Development Officer and is a member of the senior management team. As a leader, the successful candidate interacts with other directors and works with an emphasis on succeeding within the MOWA culture to increase the number of clients served, enhance quality outcomes and achieve and surpass financial performance expectations. Outside of MOWA, the position coordinates primarily with the media and is responsible for working with volunteer groups (corporate and community) and external audiences via print, email, and social media.

### **Responsibilities:**

Lead MOWA's marketing efforts by identifying issues that must be addressed, recommending options and courses of action, overseeing the marketing strategies, and implementing directives.

1. Develop, implement, measure, and evaluate the success of:
  - a. a comprehensive and broad marketing, communications, and public relations plan and program that will enhance MOWA's image and position within the marketplace and the general public, and facilitate internal and external communications;
  - b. all marketing, communications, and public relations activities and materials, including publications, media relations, and social media marketing strategy.
2. Ensure articulation of MOWA's desired image and position and assure consistent communication of image and position to all constituencies, both internal and external.
3. Provide leadership in the areas of editorial direction, design, production, and distribution of all MOWA publications.
4. Coordinate media interest in MOWA and ensure regular contact with target media and appropriate response to media requests.
5. Coordinate the appearance of all MOWA print and electronic materials such as letterhead, use of logo, brochures, etc.
6. Develop, coordinate, and oversee content marketing, providing technical assistance and resource materials as required to assist programmatic areas (volunteer services, meal services, home repair, and special events) in the marketing, communications, and



positioning of their services and activities.

7. Provide guidance to all programmatic areas on marketing, communications, and public relations.
8. Regularly coordinate and conduct research into changing market trends, monitor trends, and make recommendations for needed adjustments to marketing activities.
9. Lead projects as assigned, such as cause-related marketing and special events.
10. Develop long- and short-term goals, plans, and budgets for the marketing, communications, and public relations program and its activities, monitor progress toward goals, assure adherence to plans, and evaluate program performance.
11. Recruit, train, appraise, supervise, support, and develop qualified marketing and special events staff and volunteers, maintaining a climate that attracts and retains top quality personnel and promotes an environment conducive to engagement, empowerment, creativity, accountability, and productivity.

**Required Qualifications:**

- \* Minimum of 7 years' experience in marketing, communications, or public relations with demonstrated success in the design and execution of marketing, communications, and public relations activities
- \* Bachelor's degree in marketing, journalism, public relations, or similar discipline; graduate degree preferred
- \* Strong creative, strategic, analytical, and organizational skills
- \* Experience overseeing the design and production of print materials and publications
- \* Successful experience writing press releases, making presentations and negotiating with media, along with strong oral and written communications skills
- \* Computer proficiency in word processing, database management, spreadsheets, Windows operating system and page layout
- \* Experience developing and managing budgets, hiring, training, supervising, and developing staff
- \* Ability to manage multiple projects at a time

**Salary:**

Commensurate with experience; full benefits

**To Apply:**

Please email resume and cover letter to [hr@mealsonwheelsatlanta.org](mailto:hr@mealsonwheelsatlanta.org). No phone calls, please.

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Meals On Wheels Atlanta (MOWA) was founded in 1965 to support seniors struggling with poverty, food insecurity, and social isolation. Over more than 50 years, we have grown from a small soup kitchen for seniors to an organization serving more than 265,000 meals each year to seniors throughout the Atlanta area. From the beginning, the heart of our mission has been to offer seniors in need the comfort of a warm meal and a friendly face. Today, we rely on thousands of friendly volunteers to help us prepare and deliver meals to the homes of low-income and homebound seniors in our community.

As we have grown and evolved our meal services over the years, we have also expanded our program offerings to respond to other critical needs facing seniors in our community. Our Home Repair Services program, Neighborhood Senior Centers programming, and Adult Day Health Center all help address these needs and support the independence and quality of life of the seniors we serve. Throughout all we do, our vision is to ensure that no Atlanta area senior is hungry, cold, or forgotten.