



Position Description

Job title: Marketing & Communications Director
Reports To: Chief Philanthropy Officer
Status: Full-time, Exempt, 40 hrs per week
Salary Range: \$90,000 to \$120,000 DOE
Job Location: Remote – must be in California (works from home with required travel)

The California Court Appointed Special Advocates (CASA) Association, founded in 1987, is part of a national volunteer movement supporting the needs and well-being of children and youth in foster care. Today, CASA is one of the largest volunteer opportunities in the country, with more than 900 individual CASA programs nationwide in 49 states. The organization currently has a staff of 17 and a Board of Directors of 17 who represent all areas of the state and are committed to the cause of CASA. Our mission, vision, and values are clearly articulated: www.californiacasa.org, and in 2022-23, an organization-wide Strategic Planning process was undertaken and completed, mapping out the next 3 years. One key organizational goal of California CASA (CA CASA) is to expand fundraising and philanthropy statewide, and the Marketing & Communications Director (M&CD) will be an essential player in this effort. The M&CD will play a pivotal role in creating an inclusive, statewide movement that ensures every child's voice is heard and that volunteer advocates from all walks of life are welcomed to serve.

POSITION OVERVIEW

The California CASA (CA CASA) Association seeks a full-time experienced visionary **Marketing & Communications Director (M&CD)**. The M&CD will develop and lead inclusive and impactful strategies to amplify CA CASA's mission and raise awareness of the critical needs of children and youth in foster care. This role will be responsible for creating and implementing statewide communication and marketing strategies that resonate with diverse communities across California and help build an inclusive network of dedicated CASA volunteers.

Raising Awareness: Devising & executing outreach strategies highlighting CA CASA mission & the needs of the 80,000 children & youth in CA's foster care system. Including representing CA CASA's network of 44 local programs with consistent, culturally attuned, and accessible messaging that inspires action among a diverse population.

Volunteer Recruitment & Fundraising Support: Developing & advising marketing & communication approaches to support the recruitment of CASA volunteers from all backgrounds & communities across CA & driving increased fundraising to sustain CASA services. The M&CD will work collaboratively with local CASA program leaders to amplify their unique voices & reach underrepresented communities effectively.

Inclusive Brand Management: Safeguarding & enhancing CA CASA's brand, ensuring it reflects the organization's commitment to diversity, equity, and inclusion. The M&CD will ensure all external materials (digital, print, or in-person presentation) reflect this commitment while maintaining CA CASA's strong, consistent presence among statewide elected officials, stakeholders, & the community.

Mentorship and Leadership: Providing guidance & support to a team that includes a Graphic Designer/Marketing Assistant, consultants, and vendors. The M&CD will cultivate a team environment rooted in equity, respect, and inclusivity, encouraging continuous learning about DEI best practices.

Strategic Partnership Development: Identifying & fostering partnerships with mission-aligned marketing agencies & media entities that have experience in community-centered storytelling. The M&CD will lead collaborations with agencies to design high-impact campaigns that resonate across CA's diverse communities.

State Appropriation Project Management: Leveraging the 2022-2025 state funding dedicated to volunteer recruitment & awareness, the M&CD will work closely with senior leadership to:

- **Optimize Funding Use:** Develop & implement a spending strategy that maximizes the impact of state funds on recruitment campaigns, with a focus on reaching historically underserved communities and promoting equitable access to CASA services.

- **Execute Campaigns:** Oversee large-scale, statewide campaigns, including media buys & targeted outreach initiatives. The M&CD will prioritize campaigns that reflect CA CASA's commitment to DEI, ensuring representation of CA's varied communities in all aspects of campaign content.

DUTIES AND RESPONSIBILITIES

The M&CD will guide and oversee CA CASA's statewide marketing initiatives, ensuring that messages about the foster care community's needs are represented with authenticity, cultural awareness, and sensitivity. This includes:

Annual Marketing Strategy and Impact Evaluation (20%) – Develop and implement a comprehensive, inclusive annual Marketing Plan that expands CA CASA's reach and impact. This plan should address diverse communities, promote cultural understanding, and attract CASA volunteers and supporters statewide. Key responsibilities include:

- **Strategic Communications:** Develop communications strategies that authentically resonate with CA's diverse communities, emphasizing inclusion, cultural responsiveness, and alignment with the mission of supporting all children in foster care.
- **Creative Campaigns:** Innovate marketing and fundraising ideas that appeal to a wide audience, including historically underrepresented groups.
- **Resource Management:** Prioritize resources and budget for maximum impact. Ensure grant-funded initiatives meet objectives and fulfill DEI-related requirements.
- **Cross-Functional Collaboration:** Work collaboratively with CA CASA staff, supporting the Philanthropy, Programs, and Leadership teams, and foster cooperative relationships with local CASA programs to support their specific outreach needs.
- **Mentorship and Development:** Supervise the Graphic Design/Marketing Assistant, supporting growth and professional development with a focus on DEI-informed communication practices.
- **Digital Infrastructure:** Maintain CA CASA's website, Program Portal, and other communication systems, ensuring they are accessible, inclusive, and reflect our commitment to diversity.
- **Data-Driven Reporting:** Provide regular, informative reports for internal and external stakeholders, including insights on DEI-related outreach performance and future goals.
- **Budget Management:** Work with the CFO to create a DEI-aligned marketing budget and manage expenses, ensuring financial accountability.

Volunteer Recruitment through Statewide Campaigns (20%) – Lead statewide marketing campaigns to attract a diverse pool of CASA volunteers who reflect CA's foster youth. This includes:

- **Volunteer Lead Generation:** Create an inclusive lead funnel process that considers diverse recruitment methods and gathers input from local programs and DEI recruitment experts.
- **Agency Collaboration:** Partner with marketing agencies to produce culturally relevant campaigns that meet diversity and inclusion goals. Oversee content creation, including videos and media plans, ensuring campaigns stay on message, on budget, and resonate with diverse audiences.
- **Lead Management:** Oversee the volunteer lead funnel process, including an online interest form, lead transfer to local programs, and proactive troubleshooting. Track feedback to continuously improve outreach.
- **Responsive Engagement:** Monitor online comments and feedback, addressing questions and concerns to ensure a positive and inclusive candidate experience.

Marketing Collateral and Online Content Management (20%) – Direct the creation of marketing collateral and manage online content that is culturally inclusive and accessible:

- **Messaging Consistency:** Refine CA CASA's core messages to ensure organizational consistency with DEI values, using language that speaks to diverse audiences.
- **Social Media & Digital Content:** Manage CA CASA's social media platforms & e-communications, focusing on content that promotes inclusivity, fosters engagement, and encourages action. Track engagement metrics to inform future strategies.
- **Print & Digital Materials:** Oversee development and production of print and digital materials, including the annual Impact Report and monthly network e-newsletter, using accessible, inclusive language and imagery.
- **Philanthropy Support:** Align marketing materials with donor outreach and engagement, ensuring DEI values are highlighted in campaigns and materials.
- **Brand Integrity:** Maintain the visual and verbal brand of CA CASA, ensuring consistency and alignment with National CASA standards. Develop templates and guidelines to support staff in upholding these standards.

- **Vendor Relations:** Manage relationships with designers, videographers, and other vendors, emphasizing DEI in consultant selection and project outcomes.

Network Marketing and Communications Support (15%) – Provide expertise and resources to local CASA programs, enhancing their marketing and communications capacity through:

- **Knowledge Building:** Host training sessions on DEI-informed marketing topics such as Media Relations, featuring guest speakers who bring diverse perspectives.
- **Resource Sharing:** Create and share graphics, infographics, videos, and other assets tailored for broad inclusivity and cultural sensitivity.
- **Consulting Support:** Offer DEI-aligned marketing and media relations advice to local programs as needed, including crisis communications.

Public Relations and Advocacy for CA CASA (15%) – Manage CA CASA’s public relations efforts, integrating DEI values in all media engagements and advocacy efforts:

- **Media Relations:** Build relationships with diverse media outlets and influencers to broaden CA CASA’s reach. Develop and pitch story ideas that reflect CA CASA’s inclusive mission and foster empathy for foster youth.
- **Advocacy Materials:** Develop inclusive messaging and materials for legislators and stakeholders, promoting CA CASA’s advocacy goals with culturally sensitive language.
- **Crisis Communications:** Implement a crisis communication strategy that ensures timely, transparent, and inclusive messaging to all stakeholders.
- **Editorial Planning:** Maintain a content-rich Editorial, Marketing & Public Relations calendar that includes strategic, DEI-centered campaigns to keep foster care needs and CASA’s mission visible year-round.
- **Copywriting & Editing:** Write, edit, and proofread organizational materials, emphasizing clarity, cultural relevance, and inclusivity in all communications.

Qualifications – Knowledge, Skills, and Abilities

- Bachelor’s degree in Communications, Marketing, PR, or related field (or equivalent work experience).
- Minimum 6 years of progressive experience in marketing and communications, with nonprofit experience desirable. Experience in corporate marketing or at a marketing/PR firm is also beneficial.
- Proven experience supervising consultants and staff and effectively managing complex projects.
- Proficient, advanced skills in the Microsoft Office Suite (Outlook, Word, Excel, PowerPoint & Publisher), Adobe Creative Suite, Canva, Squarespace, & other platforms as appropriate; an overall comfort level and experience with technology, including websites, e-marketing, and social media networking.
- Proven experience in marketing and communications, with a track record of promoting diversity, equity, and inclusion in communications strategies.
- Strong leadership skills, with the ability to inspire/support a diverse team & foster an inclusive workplace culture.
- Proficient managing budgets, seeking strategic partnerships & executing media plans with sensitivity to DEI values.
- Exceptional written and verbal communication skills are required.
- Commitment to DEI. History of working effectively with all people irrespective of their history, economic status, challenges, race, gender, education, or sexual orientation; embraces the importance of diversity with demonstrated experience working in diverse organizations. Experience developing culturally responsive marketing campaigns that engage diverse communities.

POSITION DETAILS AND BENEFITS

Competitive compensation package with salary range of \$90,000 – \$120,000 depending on experience.

CA CASA staff work 100% remotely with no permanent physical office (office equipment provided). Staff are located throughout CA and may require occasional travel. M&CD candidate must reside in CA or plans to do so.

Pass background checks in compliance with California Rule of Court 5.655.

A valid driver’s license & automobile insurance required. Have satisfactory driving record, regular access to a vehicle for meetings and activities.

Benefits include: Medical, Dental, Vision coverage, Group Life and Accidental Death and Dismemberment Insurance, 403(b) Retirement Plan, 403(b) Employer Match, Flexible Spending Account (Health and Dependent Care), Vacation, Personal Days and Paid Sick Time. (Eligible to participate in CA CASA's employee benefit programs the first of the month after 30 days following the date of hire.)

M&CD will spend some time in intermittent physical activities including bending, reaching, sitting, and walking during working hours. It's anticipated the M&CD may spend many hours each day seated at their home office computer. Reasonable accommodation is offered to enable a person with physical disabilities to perform the job.

TO APPLY:

Please send a resume and cover letter to jobs@californiacasa.org explaining how you believe your skills, background, and work experience meet the position's qualifications. All applications will be treated with the utmost confidentiality.

CA CASA is an inclusive, welcoming, and affirming organization that values, celebrates, and actively seeks out diverse candidates. We are an equal opportunity employer and do not discriminate against any applicant or employee based on race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status (including registered domestic partnership status), sex and gender (including pregnancy, childbirth, lactation and related medical conditions), gender identity and gender expression (including transgender individuals who are transitioning, have transitioned, or are perceived to be transitioning to the gender with which they identify), age (40 or over), sexual orientation, Civil Air Patrol status, military and veteran status, or any other basis protected by applicable federal, state, or local laws. CA CASA prohibits harassment of applicants or employees based on any of these protected categories.