

ASSISTANT DIRECTOR OF MARKETING & CREATIVE SERVICES

Department: Development & Communications

Reports To: Chief Development Officer

Supervises: Graphic Designer; Marketing & Communications Coordinator

Location: In-person with limited remote work

Position Summary

The Assistant Director of Marketing & Creative Services strengthens the visibility and brand of Girl Scouts of the Jersey Shore through engaging, mission-driven marketing and communications.

Reporting to the Chief Development Officer, the Assistant Director leads the day-to-day implementation of the council's marketing and creative efforts, including digital communications, social media, email marketing, creative services, storytelling, publications, and promotional campaigns.

Working collaboratively across the council, the Assistant Director translates organizational priorities, programs, events, membership initiatives, fundraising efforts, and community impact into effective communications for internal and external audiences.

Responsibilities

Marketing & Communications

- In partnership with the Chief Development Officer, implement the council's annual marketing, communications, and brand strategy.
- Develop and execute integrated marketing campaigns supporting membership, programs, events, fundraising, camp, and other council priorities.
- Collaborate with departments to understand goals, audiences, timelines, and communications needs and recommend appropriate marketing approaches.
- Maintain the council's communications calendar and coordinate messaging across channels.
- Monitor campaign performance and audience engagement and use results to strengthen future efforts.

Digital, Content & Storytelling

- Lead the council's social media strategy and content planning, including scheduling, engagement, and performance monitoring.
- Lead council email marketing, including content strategy, scheduling, audience segmentation, and analytics.
- Develop and oversee content and messaging for the council's digital channels, working with the Graphic Designer on website implementation as needed.
- Write and edit content for newsletters, social media, publications, campaigns, and organizational communications.

- Identify compelling opportunities to tell the stories of Girl Scouts, volunteers, programs, donors, and community impact.
- Support Media Girls and other opportunities that incorporate authentic girl voices into council storytelling.

Creative Services & Brand

- Serve as a primary steward of the Girl Scouts of the USA and Girl Scouts of the Jersey Shore brands.
- Oversee development and production of digital and print materials, including flyers, signage, presentations, publications, event materials, donor communications, and promotional pieces.
- Supervise the Graphic Designer and Marketing & Communications Coordinator, establishing priorities and coordinating workflow.
- Maintain high standards for brand consistency, quality, readability, and audience appropriateness.
- Coordinate photography needs and ensure the council maintains a strong library of current, mission-focused images.

Organizational Communications

- Support the Chief Executive Officer and leadership team with presentations and communications as needed.
- Assist with annual reports, impact communications, organizational initiatives, and special projects.
- Support Marketing and creative needs associated with fundraising campaigns, partnerships, and major council events.

Marketing Operations

- Manage day-to-day Marketing workflow and requests through Monday.com.
- Establish project timelines based on scope, organizational priority, existing commitments, and available resources.
- Communicate proactively with requesters regarding information, approvals, timelines, and changes in scope.
- Delegate work appropriately across the Marketing team and monitor projects through completion.
- Participate in planning meetings as appropriate to anticipate Marketing needs and reduce last-minute requests.
- Perform other duties related to the position as assigned by the Chief Development Officer.

Qualifications

- Bachelor's degree in marketing, communications, digital media, or related field preferred; equivalent experience will be considered.
- 5+ years of experience in marketing, communications, creative services, digital media, or a related field.
- Exceptional writing, editing, proofreading, and verbal communication skills.
- Demonstrated experience developing and executing integrated marketing campaigns.
- Strong understanding of brand management, digital marketing, content development, and visual communications.
- Experience with social media, email marketing, websites/CMS platforms, and digital content.
- Proficiency with Adobe Creative Suite and/or Canva preferred.
- Strong project-management skills and ability to manage multiple priorities and deadlines.
- Experience supervising staff or coordinating creative teams preferred.
- Experience with Monday.com or similar project-management platforms preferred.
- Ability to use communications analytics to evaluate and improve performance.
- Highly organized, proactive, creative, collaborative, and comfortable working independently in a fast-paced environment.
- Commitment to authentic, girl-centered storytelling and the Girl Scout mission.

Additional Requirements

- Must be or become a registered member of Girl Scouts of the USA and demonstrate commitment to the Girl Scout mission, Promise, and Law.
- Ability to work occasional evenings and weekends for council programs, events, and organizational needs.

