

Director, Communications & Engagement

Location: Memphis

Working model: Hybrid, at least 3 days per week in office

Reports to: Chief Executive Officer

Critical skills: Stakeholder activation, storytelling, ownership mindset, marketing analytics

Applicable full-time work experience: 7+ years

About Slingshot Memphis

Slingshot Memphis is a poverty-fighting center of influence that's igniting a movement to revolutionize the way poverty is alleviated. We disrupt traditional methods by introducing analytical, outcomes-driven approaches.

Unlike business, medicine, and other sectors that have established processes for measuring outcomes, the poverty-fighting ecosystem simply hasn't. This makes it nearly impossible to know which programs most effectively reduce the social and economic gaps in Memphis.

Slingshot has addressed this by developing a new, standardized methodology to measure poverty-fighting effectiveness. By providing previously unavailable insights about poverty-fighting outcomes, we empower decision makers to allocate financial and other resources toward solutions that produce effective outcomes for those experiencing poverty.

We believe that as our community embraces this new methodology—or "Poverty-Fighting Feedback Loop"—we can measurably reduce poverty and accelerate access to equitable opportunities for all Memphians.

About Slingshot's Work

Slingshot strives to achieve three primary objectives in order to realize our mission:

1. Improve the effectiveness and outcomes of poverty-fighting organizations
2. Increase the allocation of financial resources to the most effective poverty-fighting programs
3. Equip decision-makers with the insights and tools to make more evidence-based decisions

We learn what is effective at alleviating poverty by conducting 3-5 month impact studies on poverty-fighting organizations. These studies gather extensive evidence from these organizations and combine it with research about analogous programs and analysis on the benefits they create to accurately determine an organization's poverty-fighting impact. With this knowledge, we are able to identify opportunities that can enhance the outcomes poverty-fighting organizations provide for the people they serve. The insights from these studies help poverty-fighting organizations improve their effectiveness and help the philanthropic funding community identify how to make more evidence-based decisions. Using these insights across all poverty-fighting decisions will help ensure our community's efforts produce the greatest benefits possible.

About the Director of Communications & Engagement role

Slingshot seeks a talented Communications professional to help build a movement that transforms poverty-fighting and philanthropic giving to be more evidence-based and effective. This role is responsible for leading external communications and stakeholder engagement, with an emphasis on activating stakeholders (product marketing is a somewhat analogous proxy) to incorporate our work into their decision-making processes so their efforts create the greatest poverty-fighting benefits possible. The Director is a new role that will report to the Chief Executive Officer and help build out the Communications & Engagement function and team.

Responsibilities

- Build customized activation strategies for different stakeholder segments (i.e. philanthropists, corporations, philanthropic foundations, nonprofits, etc.) helping them progress from awareness to education to using Slingshot's insights in their poverty-fighting efforts
- Effectively communicate with external stakeholders, providing clear and consistent messaging about Slingshot's mission and how to fight poverty more effectively
- Oversee Slingshot's brand management and strategies to strengthen the brand
- Develop, implement, and oversee a multi-channel communication and engagement plan, including defined goals and measurable objectives, strategies, and tactics.
- Measure plan effectiveness through marketing analytics & stakeholder research to define areas of progress and/or room for improvement in order to enhance overall efforts
- Manage the creation of marketing collateral to support activation and fundraising efforts, coordinating with third-party partners where appropriate

Qualifications

- Personal interest in fighting poverty, being disruptive, and building equity
- Track record of building awareness about a product/service/mission and executing an engagement process that leads audiences to take a desired action
- Exceptional storyteller with the ability to easily communicate complex concepts and poverty-fighting impact in ways that stick in stakeholders' minds
- Excellent written communication skills
- Demonstrated "ownership mindset" where there has been accountability for achieving defined goals for several important communications and/or engagement initiatives
- Proficient incorporating marketing analytics and stakeholder research into communications & engagement strategies
- Experience managing media relations and content for social media platforms and websites
- At least 7 years of relevant communications & engagement experience

Application

Send your resume and a brief statement of interest to careers@slingshotmemphis.org with "Director, Communications & Engagement" in the subject line. Your statement of interest should describe why you are interested in working with Slingshot and how you feel Slingshot would help you achieve your professional goals. Slingshot will follow up with selected applicants to schedule an initial discussion. Slingshot is an equal opportunity employer.