



The RIDGE Project, Inc.

Company Profile: The Ridge Project, Inc. is an industry leader in the human services field. Founded in 2000 as a faith-based, Christian, non-profit, The RIDGE Project specializes in Youth Intervention, Fatherhood, Healthy Relationship, Healthy Family, and Workforce Development services. We currently operate throughout the state of Ohio. Through our unique and cutting edge programs, we seek to end generational cycles of family disintegration by training clients how to have strong, healthy and permanent marriages, and how to be responsible citizens and role models in their schools, families and/or communities. We are rapidly expanding the scope of our services, and are seeking well-qualified individuals who are passionate about strengthening families.

Job Title:

Communications & Marketing
Director

Date:

4/18/2014

Job Description:

1 | SUMMARY OF FUNCTIONS:

The Communications & Marketing Director will set and guide the strategy for all internal and external communications, website, social media and public relations messages and collateral to consistently articulate and support the RIDGE Project's mission, activities and goals. Additionally, the Communications & Marketing Director will develop and implement marketing and sales strategies for products and services developed by The RIDGE Project, and will assist the Director of Development in Fundraising efforts.

The Communications & Marketing Director will work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

2 | MAJOR DUTIES AND RESPONSIBILITIES:

1. Develop, implement, and evaluate the annual communications plan across the network's discreet audiences in collaboration with the RIDGE Project's Senior Leadership Team.
2. Function as a press agent for the RIDGE Project, Inc. and assist in developing and leveraging relationships with traditional and non-traditional media outlets in order to promote the work of The RIDGE Project.
3. Gathers metrics to track brand awareness, and monitors brand messaging throughout all communication vehicles/efforts.
4. Lead the generation of online content that engages audience segments and leads to measurable action. Recommend to Directors who, where, and when to disseminate.
5. Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
6. Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and The RIDGE Project's website and social media.
7. Oversee the RIDGE Project's website administration and coordination
8. Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
9. Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and The RIDGE Project's website
10. Manage all media contacts.
11. Editing of all communications materials
12. Oversight over visual communications division.
13. Develop and implement strategic marketing plan for all goods and services provided by The RIDGE Project.
14. Develop and implement strategic marketing plan for all new initiatives created by The RIDGE Project.
15. To collaborate with and support the Director of Development in all fundraising efforts.

16. Some travel is required.
17. Perform other duties as required or as assigned.

3 | ORGANIZATIONAL RELATIONSHIPS:

Reports to the Executive Directors.

Job Location:	Northwest Ohio	Company Industry:	Not for Profit, Ministry
Job Role:	Communications & Marketing	Joining Date:	May, 2014
Employment Status:	Full-time	Employment Type:	Employee
Yearly Salary Range:	\$	Manages Others:	Yes
Number of Vacancies:	1	Other:	
Skills:			
<ul style="list-style-type: none"> • Must demonstrate a lifestyle consistent with the principles and goals of the Project. • Must have reliable references re: skills and ethics. • Must adhere to the policies and directives established by The RIDGE Project Board of Trustees. • Must adhere to a strong conviction that healthy marriages produce healthy families and communities. • Demonstrable integrity, honesty and confidentiality is required. • Must be well organized, have excellent time-management skills, and be able to write articles, press releases, letters and reports on behalf of The RIDGE Project. • Highly collaborative style; experience developing and implementing communications strategies • Excellent writing/editing and verbal communication skills • A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently • Relationship builder with the flexibility and finesse to "manage by influence" • High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels • Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters • Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives • Skilled in MS Office Applications and knowledgeable of desktop publishing. • Must have well developed internet and social media skills, including Search Engine Optimization (SEO). • Must have prior experience in developing and implementing successful and innovative marketing campaigns. • Strong writing, editing and grammar skills, knowledge of APA or Chicago Style formatting. • Must be flexible and able to respond quickly to evolving communications situations and changing job duties. • Prior education and leadership experience in communications, journalism, or marketing required. • Must be accustomed to working with the press, including using standard formatting and knowledge of the press cycle. 			
Career Level:	Professional	Years of Experience:	10 Years or more
Residence Location:	Northwest Ohio	Degree:	Bachelors or advanced degree with 10+ yrs. Experience

Please Send Application to:			
Name:	RIDGE Project, Inc	Email:	jobs@theridgeproject.com
Address:	J169 State Route 65	Country:	USA
City/State:	McClure, Ohio	Zip/Postal Code:	43534
Phone:	NO CALLS	Fax:	(419) 278-0117
Company Website:	www.theridgeproject.com		