POSITION NOTICE
Full Time
Chief Marketing Officer

Charlotte Center for Legal Advocacy, a non-profit agency that provides free legal assistance in civil matters to low-income persons in Charlotte and Western North Carolina, seeks a Chief Marketing Officer to create and implement a strategic marketing and communications strategy for the Advocacy Center, with a goal to teach, motivate, and influence target audiences.

Reporting to the CEO, and a member of the CEO’s Cabinet, this position will work together with other senior leadership Cabinet members to provide strategic leadership and operational management for Charlotte Center for Legal Advocacy.

Responsibilities

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of the Advocacy Center and to strengthen the Advocacy Center’s brand identity across key stakeholder audiences, including envisioning and designing the Advocacy Center’s media strategy, website, and e-communications
- Manage content marketing efforts, overseeing the editorial calendar and content development process
- Recruit, hire, train, and manage Marketing and Communications personnel
- Create compelling materials by interviewing clients, staff, and others to gather impact stories and program information to be shared in social media posts, blog posts, and other communication channels. Provide materials to Advancement for use in grants and donor messages
- Manage the distribution of digital marketing and communications, including the e-newsletter, action alerts, and client-directed information
- Oversee the planning, development, direction, and administration of the content for Advocacy Center’s online presence through the website and blog
- Oversee the writing, project budgets, production, design, and distribution of a wide variety of publications and collateral materials, including reports, brochures, marketing materials, donor-centric communication materials, fact sheets, one-pagers, slide decks, and other materials
- Collaborate and coordinate with partner organizations on special projects, providing input on strategy, marketing/communications, and graphics
- Serve as the primary lead for program staff with the development of appropriate marketing and communication strategies and tactics
• Maintain communications-related guidelines and manual for branding, voice, and image use across the Advocacy Center.
• Develop and manage the marketing and communications department budget
• Collaborate with the CEO to develop, implement and manage internal communications strategies and initiatives.
• Participates in outreach efforts, establishing beneficial relationships with external stakeholders to achieve program outcomes.

Qualifications
• Bachelor’s degree or a combination of education and related experience
• Minimum of 5 years of experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience
• Outstanding verbal and written communication skills
• Non-profit experience strongly preferred
• Effective team player with excellent interpersonal skills, including the ability to communicate diplomatically and professionally with a wide variety of constituencies
• Strong ability to effectively juggle competing, time-sensitive priorities
• Proficient with Adobe Creative Suite, Microsoft Office, and other related technology platforms
• Passion for social justice and the mission and vision of Charlotte Center for Legal Advocacy

Compensation
This position is a full-time, salary, exempt position. The annual salary range begins at $100,000 and may vary depending upon experience and skills. Charlotte Center for Legal Advocacy offers a generous leave and benefits package.

To Apply
Qualified applicants should send a resume and cover letter to careers@charlottelegaladvocacy.org. Please note the position for which you are applying in the subject line.

Charlotte Center for Legal Advocacy (Advocacy Center) is committed to the full inclusion of all qualified individuals. As part of this commitment, it is the policy of the Advocacy Center to provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause undue hardship. The policy regarding requests for reasonable accommodation applies to all aspects of employment, including the application process. If reasonable accommodation is needed, please contact Julia Lanham at julia.lanham@charlottelegaladvocacy.org

Charlotte Center for Legal Advocacy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of reemployment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.