



BRAND DIRECTOR

ORGANIZATION OVERVIEW

Team IMPACT is a national nonprofit that promotes healthy social and emotional development for children and families struggling with the emotional trauma that comes with fighting life-altering diagnoses and chronic illness. Team IMPACT is the only nonprofit that leverages team camaraderie to ensure sick kids develop socially and never feel alone. Our unique 2-year program drafts children onto college athletic teams across the country. Based on a clinical model, it ensures each has the personalized game plan they need to win – effectively building confidence and independence. The team provides an extended support network for the children and their families using a strengths-based, future-focused perspective. Even the most advanced treatments don't stop kids from being treated differently. We believe in Getting All Kids in the Game.

To date, Team IMPACT has matched over 2,400 kids on over 750 campuses, and 60,000 student-athletes have participated in the program. Founded in Boston in 2011, Team IMPACT has since grown to have regional offices in Philadelphia, California, and Chicago, with ambitious plans for additional growth in the future.

Team IMPACT is committed to advancing health equity and cultivating an environment where diverse perspectives and backgrounds are embraced. Building a diverse team in every sense of the word allows us to make better decisions, build a strong organization, and better serve all our communities. To that end, we welcome a diverse pool of applicants, and we encourage everyone to bring their authentic selves to this hiring process and their role at Team IMPACT.

POSITION SUMMARY

Team IMPACT aspires to achieve a balance of national and regional brand exposure. We have huge potential to grow our consumer base, increase our exposure, and in turn drive additional referrals, matches, and dollars with marketing. We are thought leaders who are constantly innovating and are looking for a talented Brand Director to lead brand strategy and initiatives for Team IMPACT.

The role has a broad range of responsibilities that will assist in delivering our specified business objectives (programmatic growth and diversified revenue generation) through the development and execution of all brand strategies across promotions, digital, and social. A successful candidate should have a passion for purpose-driven initiatives, sports, and nonprofit work. Additionally, experience on the brand and agency side is preferred, as well as a demonstrated ability to thrive and lead a small team to champion a brand.

KEY RESPONSIBILITIES



Strategic Thinking

- Leads the strategic brand development, initiatives, and programs designed to broaden the appeal of Team IMPACT to a broad consumer base to drive programmatic growth and revenue.

Brand Champion

- Evolve brand standards and design language that ensures consistency with brand positioning. Act as a brand champion across the business.

Relationship Building

- Interpersonal skills, conflict resolution, accountability, comfortability working with all levels, both internally and externally

ESSENTIAL RESPONSIBILITIES

- Acts as a thought leader around TI brand innovation - stimulates creativity, insight collection, and idea generation for and within all marketing channels and segments.
- Create and manage effective advertising/brand campaigns, including planning, budget, timelines, production, and execution.
- Responsible for creating and overseeing the content strategy, and maintaining consistency across channels – internal/external comms, email, social media, etc.
- Work with the marketing team to develop consumer marketing insights and provide a foundation for marketing strategy and channel management.
- Ensures strategic brand communications (including advertising, promo, and media plans) and provides deep consumer understanding.
- Ensure tracking and development of reporting and execution models to evaluate results and leverage key learnings; provide regular reporting and data build out on success.
- Work collaboratively across the organization to make sure that programming, development, and regional marketing needs are realized.
- Work closely and share knowledge across regions to ensure national brand direction is clear and distilled at the regional level.
- Ability to manage multiple agency relationships simultaneously, as well as multiple short-term and long-term projects.
- Work in collaboration with Partnerships Director to be sure that brand awareness and brand building are always top of mind with partner relationships.
- Assist with annual preparation and distribution of impact reports, as well as email communications and brand collateral.
- Leverage multi-channel knowledge and seek integration for all campaigns.
- Approves brand design/voice to be sure consistent with brand standards.
- Assist with large-scale fundraising events, according to best practices, benchmarks, and timelines to achieve strategic fundraising and outreach goals.
- Coach, inspire, and build marketing capabilities among the marketing team and TI organization.
- Act as a role model in growth and leadership behaviors.

QUALIFICATIONS



Minimum Requirements

- Bachelor's degree
- 10+ years of experience in marketing and/or business development; nonprofit preferred.
- Proven success translating marketing objectives into strategies and plans, as well as leading a team to develop a comprehensive marketing plan that is integrated across multiple touch points.
- Persuasive communication skills, consensus building, and the ability to develop materials for brand strategy.
- Demonstrated ability to manage and develop a marketing team.
- Experience developing and inspiring with advanced thinking and creative solutions for emerging channels and new tactics.
- Keen understanding of the interplay of policy, practice, and research and the needs of media, brands, policymakers, and other thought leaders.
- Knowledge of data analysis to marketing effectiveness, resource allocations, and new business opportunities as needed.
- Excellent writing and communication skills.
- Ability and willingness to travel and to work evenings and weekends as needed; travel (domestic) required up to 30% of the time.

Desired Qualities

- Master's degree
- Ability to thrive in a results-driven and collaborative environment with highly effective organization, multi-tasking, communication, negotiation, and interpersonal skills.
- Expertise in creating and delivering presentations to both large and small audiences and the ability to write clear and concise narratives.
- Knowledge of and passion for Team IMPACT's mission and programs
- Capacity to work independently in the context of a geographically distributed team.

BENEFITS

Team IMPACT was certified as a **Great Place to Work** in **2021** and **2020**: [Working at Team IMPACT | Great Place to Work®](#) and was named one of [Front Office Sports' Best Employers in Sports](#), recognizing our organization for doing the best for our team based on objective measures and employee feedback. This position is currently remote.

HOW TO APPLY

Please click [here](#) to apply and attach a resume and cover letter, outlining your skills and experience in Word or PDF format. Please note "Brand Director" in the subject line and address materials to Caeli Sullivan, National Director of Marketing.