

COMMUNITY RESOURCE CENTER

POSITION SUMMARY

Opportunity:	Full-time Position at Community Resource Center
Department:	Development
Title:	Marketing Director
FLSA Status:	Exempt
Reports to:	VP of Development CEO
Location:	Nashville, TN

ABOUT COMMUNITY RESOURCE CENTER:

The Community Resource Center (CRC) is a Nashville-based non-profit organization that is dedicated to providing essential hygiene and cleaning supplies to individuals in Middle Tennessee. Since its inception in 1991, CRC has tirelessly worked towards helping families and individuals who are facing crisis. The organization's mission is to build a stronger community by ensuring that everyone has access to basic essentials that they deserve.

CRC's services are provided free of charge to those in need, and their focus is on meeting basic needs such as hygiene items and cleaning supplies. CRC also collaborates with various community partners, such as faith-based organizations, schools, and other non-profit organizations, to ensure that their services reach those who need them most. The work done by the CRC is essential for the well-being of Nashville's community, as they provide necessities that help individuals and families to maintain their health, dignity, and self-respect.

POSITION OVERVIEW:

The Community Resource Center seeks a dynamic and strategic Marketing Director to lead all aspects of our communications, public relations, branding, and marketing. This role is essential to advancing CRC's mission, enhancing our visibility in the community, and supporting our fundraising and programmatic goals. We're looking for someone who's equally creative and analytical, a strong storyteller, and passionate about serving the community.

MAJOR RESPONSIBILITIES:

- Public Relations & Communications

- Create and oversee strategic communication plans to promote all CRC offerings, including fundraising events, hygiene programs, and community initiatives.
- Proactively seek and manage media opportunities to keep CRC in the public eye year-round.
- Respond promptly and professionally to media inquiries; prepare staff and volunteers for interviews with talking points and media coaching.
- Oversee all aspects of email marketing, including audience segmentation, campaign performance, and messaging.
- Develop and execute a social media strategy that builds awareness, educates, and drives engagement.

- Create compelling content across platforms that authentically connects with CRC's community and reflects our values.

Branding

- Write, edit, and maintain clear, consistent messaging across all internal and external materials.
- Ensure all branding, visual identity, and voice guidelines are consistently applied across platforms and communications.
- Maintain CRC's website to ensure content is current, accessible, and aligned with marketing goals.
- Create or support basic graphic design needs using tools like Canva or Adobe Creative Suite.

Advertising

- Develop and manage advertising strategies to support fundraising, donation drives, and community programs.
- Identify and pursue in-kind advertising opportunities with local media partners.
- Collaborate with the CEO, VP of Development, and development team to ensure advertising aligns with sponsorship agreements and benefits.
- Track and evaluate advertising campaign performance and adjust future strategies based on insights and metrics.
- Ensure all ads are accurate, on-brand, and delivered by media deadlines.

General Responsibilities

- Lead marketing campaigns that promote CRC's mission, events, and impact in the community.
- Represent and staff CRC events as needed.
- Perform additional duties as assigned by the CEO and VP of Development.

REQUIRED EXPERIENCE/KNOWLEDGE/SKILLS/ABILITIES:

- Bachelor's degree in marketing, communications, advertising, arts administration, business, or a related field OR equivalent relevant experience.
- At least 3–5 years of relevant experience in a marketing, PR, or communications role (nonprofit experience a plus).

Knowledge, Skills & Abilities

- Proactive, collaborative, and solutions-oriented approach.
- Excellent written and verbal communication skills with a strong storytelling ability.
- Skilled at juggling multiple projects and deadlines with a high degree of organization.
- Strong understanding of diversity, equity, and inclusion in communications and content development.

- Working knowledge of graphic design and visual branding.
- Proficiency with social media platforms (Instagram, Facebook, LinkedIn, Twitter/X).
- Experience with platforms like Mailchimp, Canva, WordPress, and Adobe Creative Suite.
- Bilingual candidates are strongly encouraged to apply (not required).

DIVERSITY IS OUR STRENGTH:

Diversity and Inclusiveness are core values at the CRC, and we continuously strive to be a team where everyone feels welcome and supported. It is the policy of the CRC to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, gender identity, genetic information and/or any other protected characteristic under applicable law. Individuals from underrepresented groups are especially encouraged to apply.

WORKING CONDITIONS:

This is a warehouse environment and normal changes in temperature are to be expected while working inside the warehouse or outside, on or around the loading dock. There are no hazardous or significantly unpleasant conditions.

ACCOMMODATION:

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made by CRC which may pose serious health or safety risks to the employee or others, or which impose undue hardships on the organization.

TO APPLY:

Send a cover letter, resume, and two professional references to hello@crcmidtn.org. Applications without the requested information will not be considered. Qualified candidates will be contacted for an interview. No calls, please.

This job description is not designated to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time without notice.