



Director of Marketing

New York City

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Executive Search Consultant

About The Center

Since our founding in 1983, The LGBT Community Center (The Center) has been a place of hope and a refuge for the LGBTQ+ community in New York. We are today - as we were then - a place of safety, connection, activism, and joy.

As we celebrate our 40th Anniversary, the time is right to reflect on the past and share our vision for the next 40 years, supported by new thinking around what “community” means in these times. Recent years have shaped us in ways that have spurred a profound commitment- in theory and practice- to racial, economic, and gender equity. We have a renewed sense of purpose to center the perspectives and needs of Black people, Indigenous people, and People of Color (BIPOC), as well as transgender and gender expansive (TGE) communities. Our new core values will guide the direction we take today and, in the years to come, committing us to the following: advocating for racial, gender, and economic justice using an intersectional lens, taking a community-driven approach, elevating collaboration, and fostering healing and joy.

At 40, we look back with pride for all we’ve accomplished and made possible, but also with humility in acknowledgment of the mistakes we’ve made along the way. There is still so much more to do together as we continue to build a future where our entire community shines.

The last few years have challenged how people access services, interact with each other and engage with their communities. We are plugged in digitally at a higher speed and scale, and yet isolation and threats to our community have never been more acute.

The fact is, even with virtual options, we know that the community centers movement is growing and thriving. There are 300 LGBTQ+ community centers in the country, and that number continues to climb. A staggering one in five LGBTQ+ people regularly use services at their local community center. A source of healing, joy, and communal power, LGBT Centers are more vital and valuable than ever. We believe in the enduring power of this treasured space and the role it will play in years to come.

To learn more about how the Center is serving the community, please visit gaycenter.org.

Position Summary

The Director of Marketing will manage the execution of The Center’s integrated marketing strategy. They will leverage all marketing technology to drive innovative, multi-platform marketing communications. This person will also manage the creation and maintenance of all brand assets, including website and social media content, email, advertisements, and event collateral, as well as event and program promotional assets.

The Director of Marketing is a highly cross-functional role requiring strategic oversight, tactical execution, and strong project management. This position has supervisory responsibilities for a Marketing Manager and a Marketing Coordinator and oversees relationships with external marketing agencies and vendors.

This position requires a strong background in project management across various platforms, including web, mobile, print, and social. Ideal candidates will have experience managing vendors and individuals, developing campaigns based on organizational goals, and managing multiple simultaneous workstreams.

Essential Duties + Responsibilities

- » Manage all aspects of The Center's digital presence, including websites, social media, email marketing, and digital advertising
- » Manage The Center's websites, including hosting, maintenance, analytics, and development of new content
- » Design, write, produce, and measure the performance of all email communications
- » Manage the promotional materials production process, ensuring appropriate allotment of resources, timeliness, and brand alignment
- » Manage and, if needed, facilitate graphic design for all of The Center's brand collateral, promotional materials, and events
- » Track and report website, advertising, and social media performance
- » Passionate about and deeply familiar with using marketing technology to achieve goals and organizational outcomes, including but not limited to Salesforce, WordPress, Marketing Cloud Account Engagement (formerly known as Pardot), Google (Analytics, Ads, etc.), and Adobe Creative Cloud

Experience + Alignment to Culture + Values

Experience

- » Bachelor's Degree or equivalent professional or educational experience
- » Minimum six (6) years of website management or digital marketing experience
- » Significant technical experience and proven digital aptitude, including:
 - Website content management system experience; WordPress preferred
 - Integrated CRM management experience; Salesforce preferred
 - High level of proficiency with Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
- » Experience with HTML/web coding and highly conversant in web technologies
- » Experience with Google Analytics

- » Experience using social media within nonprofits or for social change; applicants must be enthusiastic about using digital communications to expand The Center’s reach and presence
- » Well-versed in social media strategy (Facebook, Twitter, Instagram, TikTok, LinkedIn, and YouTube) and able to follow and adopt new media trends
- » Working knowledge of FormAssembly and Mogli preferred
- » Ability to demonstrate a high level of graphic design, creativity, and branding skills
- » Able to manage and develop a multichannel campaign strategy
- » Ability to continually assess, prioritize, and problem-solve throughout the lifecycle of a project
- » Able to hold teams and vendors accountable for delivering on project plans and remove daily blockers that interfere with project success
- » Ability to work well under pressure, multi-task, and complete projects on time and within budget
- » Excellent interpersonal skills and ability to interact with a wide range of personalities, including staff, volunteers, and members of the public
- » Ability to work independently and collaboratively as part of a team
- » High level of intellectual curiosity, initiative, dependability, flexibility, and sense of humor

Alignment to Culture + Values

- » Knowledge, understanding, and experience working with members of the LGBTQ+, Transgender + Gender Non-Conforming (TGNC), Black people, People of Color (POC), and immigrant communities, including knowledge of the spectrum of gender identity, transgender issues, immigration, and issues regarding race
- » Understanding of the concepts of institutional and structural bias, racism, and gender identity inequities and their impacts on the communities The Center serves
- » A strong commitment to equity and the mission of The Center

The Center recognizes that there is no such thing as a perfect candidate and welcomes mission-aligned applicants from a variety of backgrounds and professional experiences. We are dedicated to building a diverse, inclusive, and authentic workplace, so if you’re excited about this role but your experience doesn’t align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.

Reporting Relationships

This position reports to The Center's Sr. Director of Communications + Marketing and has supervisory responsibilities for a Marketing Manager and a Marketing Coordinator.

Communications + Marketing Team Leadership

(Please do not contact the organization or its leaders directly)

Dinean Robinson (she, her, hers) Sr. Director of Communications + Marketing

Dinean is a tenacious communications executive committed to helping cause-driven organizations achieve their goals through strategic communications and impactful storytelling. She joined The Center in 2021 as the Senior Director of Communications + Marketing.

Before joining The Center, Dinean was the VP of Communications for Multiplying Good (formerly known as The Jefferson Awards Foundation). Her career highlights include transforming Teach For America New York's messaging framework, establishing the public relations function at the African American Heritage Museum of Southern New Jersey, and serving as a founding publicist for Darnell Moore, Vice President of Inclusion Strategy at Netflix.

Dinean is a passionate advocate for LGBTQ folx. In both her full-time and volunteer work, she has centered the needs, voices, and experiences of our most vulnerable and often silenced communities. She previously served as Board Chair for GLSEN Northern NJ, was an event consultant and Program Coordinator with the Hetrick-Martin Institute, and worked to combat HIV/AIDS as a CLEAR counselor with Project Wow at NJCRI. Dinean also worked to support LGBTQ young adults and professionals in her role as Director of PR & Speaker's Bureau for the You Belong LGBTQ Sports & Leadership Initiative.

She received her BA in Communications from Seton Hall University and currently resides in New Jersey with her fur baby.

Compensation + Benefits

This is a full-time, exempt position with a salary range of \$90,000-\$110,000.

A comprehensive benefits package is provided, including:

- » Medical, dental, and vision benefits for employees and eligible dependents
- » 401(k) retirement savings account with an employer-sponsored contribution of 3%

- » Voluntary life, long-term disability, and short-term disability insurance
- » Fifteen (15) vacation days per year, accrued at 1.25 days per month
- » Twelve (12) sick days per year
- » Two (2) personal days per year
- » Eleven (11) paid holidays
- » Reduced summer workweek (35 hours per week)
- » Paid parental, family care, and gender-affirming healthcare leave

As a reflection of our firm's commitment to equity and equal pay for all, Cooper Coleman requires that salary ranges or salary starting points be published for every search we conduct. The practice of not posting salaries perpetuates the gender and racial wage gap and discriminates against women, people of color, and other historically excluded populations by causing individuals to negotiate from a disadvantaged starting point.

Location + Schedule

The Center is located at 208 West 13th Street, New York, NY 10011.

Work hours are typically Monday through Friday from 10:00 AM to 6:00 PM but may shift depending on scheduling needs. Flexibility is required.

This position is classified as a hybrid role with a minimum of three days onsite per week.

The Center's Commitment to Equity + Inclusivity

The Center is an Equal Opportunity Employer. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, religion/creed, color, national origin, citizenship status, sex, age, disability, or condition, including HIV/AIDS, sexual orientation, gender and gender identity, military status, victims of domestic violence status, or marital status.

People of color, women, transgender, and gender-expansive people are encouraged to apply.

The Center was born of community activism in response to the AIDS epidemic, ensuring a place for LGBTQ people to access information, care, and support that they were not receiving elsewhere. We opened in 1983 to help people who had doors constantly closed in their faces, ostracized by family and friends, and shunned by general society. Since that time, we have

continually provided a wide array of services and programs to serve our community, with an intentional focus on providing support to those who are most vulnerable.

We have always taken great care to be a space that responds to community needs; engaging in diversity, equity, and inclusion work is another outgrowth of those ongoing efforts. We recognize that to help LGBTQ individuals and our diverse community achieve parity in health, justice, opportunity, and success outcomes; our organization must hold a strong foundation and competency in, as well as invest organizational focus on, equity and inclusion frameworks, practices, and policies. This is also true in our hiring and retention of staff.

Reference Checks

Before sending your resume for this position, please read it over for accuracy. Cooper Coleman verifies its candidates' employment and academic credentials, where applicable, at the time of offer before finalizing an offer.

Submission Instructions *(please read carefully)*

[Cooper Coleman](#) is leading this search on behalf of The Center. To apply, please [visit this link](#) (www.coopercoleman.com/current-searches). Inquiries and nominations of qualified candidates can be sent to:

Paul Towne

paul@coopercoleman.com

Kindly use the position title as the subject line of your email. All inquiries will be held in confidence.

A cover letter is not required with your initial application but is welcomed to help us understand your fitness for this role during our initial evaluation. Candidates invited for interviews with The Center team will be asked to provide a thoughtful letter of interest indicating their specific qualifications for the opportunity, desire to join The Center, and connection to its mission.

Review of applications will begin immediately and continue until the successful candidate has been selected.

Cooper Coleman LLC is committed to providing equal employment opportunities to all qualified candidates and will refer candidates without regard to race, color, religion, national origin, sex, sexual orientation or identity, age, ability, veteran status, or any other legally protected basis.

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About Cooper Coleman

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