



Annual Color Run

RECRUITMENT PROFILE

Director of Communications

Action Pathways, Inc. is pleased to announce the recruitment and selection process for Director of Communications. This brochure provides background information on Action Pathways, the position, as well as the requirements and expected qualifications for the position. Position open until filled. Interested candidates may send a cover letter, resume and three reference contacts to: personnel@actionpathways.ngo.

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Fayetteville, NC 28302
Website: www.actionpathways.ngo
Email: personnel@actionpathways.ngo



Engaging communities. Empowering individuals.

OUR COMMUNITY

Fayetteville, NC, is one of the most family-friendly, patriotic, and diverse communities in America. It is the home of Fort Bragg, the Army's headquarters for Airborne and Special Operations forces; Pope Air Field; and the Army Forces Command.

The community has a rich history that goes back to 1762. Fayetteville was named after the Revolutionary War hero, Marquis de Lafayette. Historical landmarks are woven throughout the downtown shopping area, connecting the past to the present and future. The City also has significant state-wide attractions, museums, and a brand new baseball stadium housing the recently cemented Single A+ Minor League affiliate of the Houston Astros.

Fayetteville has a population of more than 210,000 residents, and is the sixth-largest city in North Carolina. The area continues to grow and was recently named "Most Innovative City" by Governing Magazine. With a median age of 30.7, Fayetteville is filled with the energy of young professionals and families with young children. Walk the Cape Fear River Trail or attend the annual International Folk Festival to see the spirit of our area. Conveniently located within a couple hours' drive of nationally-recognized beaches and the



Blue Ridge Mountains, residents are uniquely equipped for weekend adventures.

Cumberland County Schools is the fifth-largest school district in the state, with over 51,000 students enrolled. The area is home to Fayetteville State University, Fayetteville Technical Community College, Methodist University, Miller-Motte College, and Carolina College of Biblical Studies.

AGENCY PROFILE

Action Pathways, Inc. is a non-profit human services agency offering a comprehensive approach to helping families achieve and sustain economic security. Formed in 1964, Action Pathways is part of a national network of Community Action Programs whose promise is to change people's lives, embody the spirit of hope, and improve our communities.

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In total, Action Pathways serves thirteen counties in southeastern North Carolina. Designed to tackle poverty in these communities, Action Pathways has four main focus areas: hunger, housing, education, and empowerment. Programs work together to provide skills and services necessary to ensure everyone has a path forward in life. Action Pathways administers:

- ASPIRE Self-Sufficiency (CSBG fund)
- Fayetteville-Cumberland Reentry Council
- Head Start
- Second Harvest Food Bank of Southeast North Carolina
- Weatherization Assistance Program

Action Pathways recruits and maintains a diverse and dedicated staff that is passionate about helping others help themselves. Employees receive a number of benefits to ensure their personal health and general well-being is a priority. We care about each individual and strive to provide services that will

positively affect the lives of those that share their passion with our agency.

THE OPEN POSITION

The Director of Communications will lead a department of communications professionals to effectively position the brand of Action Pathways, its programs, and its story as a leading source of community development. The Director shall work closely with the Chief Executive Officer, Chief Operating Officer, Senior Leadership, and staff in the following:

- Communications and Public Relations
- Relationship Building
- Brand Management
- Media Relations
- Special Events
- Fundraising
- Disaster Response Communications

The Director of Communications shall provide leadership and expertise for agency projects and programs that alleviate the causes and impacts of poverty in the community. The ideal candidate will be responsible for creating and implementing plans to develop, manage and support the Action Pathways branding and outreach efforts, to include oversight of print, social media, websites, signage, collateral and presentations. The Director must understand, represent and advocate the agency's history, mission and vision, and fully participate in promoting its work, objectives and accomplishments.

The Director of Communications shall work with each program to assess the unique communication challenges and opportunities. The Director will develop and implement strategies to meet outlined goals, as related but not limited to:

- Maintain a highly functional and interactive website;
- Prepare publications, presentations, talking points and collateral;
- Coordinate video projects, photo shoots and displays, and oversee production of materials by outside vendors;
- Establish relationships with media, public officials, donors and other stakeholders who can advocate for the agency's mission;
- Coordinate with other service providers to initiate joint venture agreements and knowledge sharing, obtain local, state and federal government support, and facilitate community development that champions the overall success and growth of the agency;
- Support program fundraising and reporting efforts, to include grant management and event planning;
- Work with Chief Executive Officer, Chief Operating Officer, Board of Directors, Agency Advancement, Policy Council, and additional staff and advisors to support communications needs across the agency;
- Work with program directors and staff to identify needs relating to sponsored events, grant-funded programs and special initiatives;
- Serve as primary expert on Crisis Management and develops plans to convene Crisis Management Team in event of emergency;
- Assists in communicating needs to the public in the face of disaster, ie. natural disaster call for volunteer assistance, etc.
- Serve as spokesperson for the agency;
- Report to Chief Executive Officer and supervise non-supervisory personnel;
- Perform other duties as assigned.

Challenges & Opportunities

The Director of Communications can expect to work closely with Senior Leadership, local policymakers and supporters as appropriate:

- The Director will work to tell Action Pathways' story, requiring frequent interaction with clients, staff and community members.
- As a Community Action Program, Action Pathways depends on the advocacy of individuals, groups, foundations and elected officials. This position will be charged with increasing recognition of the brand and discovering new pipelines of support in nonprofit-rich Cumberland County and southeastern NC.

- The Director should possess the technical and interpersonal skills to transition into an organization committed to service. The successful candidate shall bring innovative ideas to help make Action Pathways the leading Community Action Program in the state.
- Experience garnering regional press attention, and developing strategic advertising campaigns to maximize resources and reach desired goals.
- Grant writing and fundraising experience preferred.
- Possess the experience and judgment to recognize the need for change, and the leadership skills to create change.

QUALIFICATIONS

- Bachelor's degree in business, economics, communication, public relations, journalism or a related field, plus five to seven years of experience in nonprofit management. Master's preferred. Equivalent combination of education and experience may be considered.
- Proven managerial and interpersonal skills to lead a dynamic team and work with diverse populations.
- Possess proven analytical abilities, strong writing and verbal skills, and advanced graphic design capabilities. Proficiency with Adobe CC preferred.

BENEFITS PACKAGE

Full-time exempt position. Salary is commensurate with experience. Hiring Range: \$52,000 - \$62,000.

Employee benefits include but are not limited to:

- Dental, health, vision & life insurance
- Retirement plan
- Paid vacation, personal & sick leave
- Professional development training
- Educational financial assistance
- Short-term disability & medical leave
- Auto mileage reimbursement for official travel

AGENCY SNAPSHOT

\$22 Million operating budget

285 Employees

13 Counties

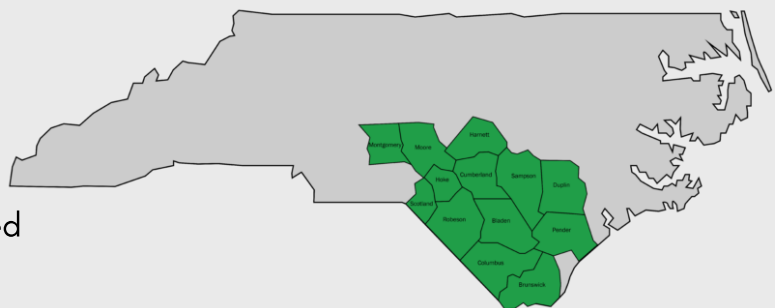
10+ Million meals distributed

1,183 Head Start children enrolled

332 Weatherization projects

229 Clients served by Reentry Program

170 Families assisted by ASPIRE



Pictured: Counties of service