



## Director of Marketing & Communications

### Who are We?

CCAI has found loving homes for over 13,250 orphaned children from seven countries during its extraordinary thirty-year history as a non-profit international adoption agency near Denver, Colorado. CCAI's mission is to find loving homes for as many orphans as possible while providing lifetime cultural, emotional, and educational support to adopted children and their families. [www.ccaifamily.org](http://www.ccaifamily.org)

### What is the Job?

Your purpose is to grow support and engagement with families who have adopted children, as well as to attract new prospective adoptive families into the CCAI community.

The CCAI family needs a broadly skilled marketer and effective communicator who is passionate about charity and has a heart for children and adoption. You will be motivated by the unique opportunity to help make a difference and impact lives in a significant and beautiful way. That's what CCAI does.

Your role will encompass marketing and communications strategy and execution. We are seeking a savvy marketer with experience in modern marketing through digital channels as well as community-building approaches. You will have strong leadership abilities, managing a team of passionate voices, ready to capture and share the CCAI story. Your knowledge of digital marketing, community management, social media, and influencer/advocacy groups will help connect and engage CCAI's content with adoption communities.

You will have a highly collaborative style that unifies people to get things done. Your high energy, leadership, and relationship-building skills provide you the finesse to manage by influence. You are a self-starter and thrive in an entrepreneurial atmosphere. You want your work to make a difference.

### What Will You Do?

#### Marketing

- Create a marketing plan to weave together CCAI's approach and outreach across all programs for adoptive families and communities.
- Understand and access the larger faith-based community to help share adoption content.
- Goals will include deepening engagement with current adoptive families and growing awareness and applications with new adoptive families

#### Content and Communications

- Develop, implement, and evaluate an ongoing content and communications plan and budget across CCAI programs, audiences, and channels. Utilize your

professional writing skills and thoughtfulness toward the engagement of existing and future adoptive families.

- Oversee all written content published online and in print that connects with adoption communities and their influencers to help increase engagement.
- Identify influencers and advocates to help amplify content in mutually beneficial ways.
- Manage all CCAI agency writing, publication, and media, such as the newsletter, brochures, and information packets.
- Utilize PR where feasible to generate awareness and manage media contacts.

#### Development

- Assist the President with fundraising and donor development-related communications and publications.

#### **What Do You Need to Qualify?**

Education: B.A or M.A. in Communications, Marketing or Business Management

Experience: Minimum 5 years of communication/marketing experience with an emphasis on content marketing, digital marketing, social media, and influencer marketing.

Skills: Excellent writing/editing and verbal communication skills; Strategic thinker with a solid track record in the implementation of tactics; Collaborative relationship builder; Ability to influence others; Strong community builder; Proficient in Microsoft Office Products.

This is a full-time on-site position reporting to the President with health benefits (medical and dental) and a competitive 401K plan.

If you are interested in our opportunity and can help make a difference then **please apply** – we would love to hear from you! Send your resume to [joshua@ccaifamily.org](mailto:joshua@ccaifamily.org).