

Position Announcement: Director of Marketing and Communication Located in: Charlotte, North Carolina

The Opportunity

Crisis Assistance Ministry is a nonprofit organization dedicated to providing assistance and advocacy to individuals and families facing financial crisis. As part of our commitment to creating housing stability and empowering people to reach their personal financial goals, we are seeking a highly motivated and experienced **Director of Marketing & Communication** to lead with vision, strategy, and action.

The Director of Marketing & Communication is a senior leadership role responsible for shaping and advancing the organization's marketing, communications, brand, and partnership strategies. Reporting to the Chief Advancement Officer, this leader will drive integrated, forward-looking efforts that elevate community awareness, strengthen stakeholder engagement, and expand support for Crisis Assistance Ministry's Housing Stability Services. This role oversees all aspects of marketing and partnership relationship management – translating strategy into execution, aligning cross-functional efforts, and ensuring the organization's voice, visibility, and partnerships advance both mission and impact.

The Organization

Crisis Assistance Ministry is Mecklenburg County's agency providing emergency assistance to low-income individuals and families. The organization helps those facing financial crisis meet basic needs through emergency rent and utility assistance, clothing, and household goods. Crisis Assistance Ministry also fosters economic mobility through partnerships, one-on-one coaching, and supportive services that help families rebuild financial stability, while empowering the broader community to advocate for people experiencing poverty.

On a typical day, nearly 125 families receive assistance through this independent nonprofit agency based in Charlotte. Crisis Assistance Ministry is a 501(c)(3) organization with a \$17.5 million annual budget, supported by private contributions (36%), public revenue (23%), and material goods donations (41%).

Visit crisisassistance.org or follow us on [Facebook](#), [Instagram](#), and [LinkedIn](#) to learn more.

The Role

Reporting to the Chief Advancement Officer, the Director of Marketing & Communication leads the strategy and execution of all agency marketing, communications, and brand initiatives. This role works in close partnership with Advancement, Programs, and Executive Leadership to deliver integrated, data-informed communications that support fundraising, volunteer engagement, program visibility, and community trust.

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This is a hands-on leadership role for a strategic thinker who is equally comfortable setting vision and managing execution. The ideal candidate brings strong people leadership, compelling storytelling skills, and experience guiding thoughtful modernization within a mission-driven or legacy organization.

Key Responsibilities

Strategy, Brand & Modernization

- Develop and execute an integrated marketing and communications strategy aligned with organizational and Advancement goals.
- Serve as steward of the Crisis Assistance Ministry brand, guiding thoughtful evolution while preserving credibility, trust, and dignity-centered values.
- Establish goals, key performance indicators (KPIs), and reporting tools to measure effectiveness and inform strategic decision-making.

Marketing, Communications & Digital

- Lead content strategy and editorial planning across digital, print, and earned media channels.
- Oversee all digital platforms, including website, email marketing, social media, and digital storytelling.
- Manage email marketing strategy, including segmentation, messaging, and performance optimization.
- Lead development of external communications, including campaigns, newsletters, annual reports, and media materials.
- Partner closely with Advancement on fundraising and donor engagement campaigns, supporting concept development and implementation across all communications channels.

Internal & Executive Communications

- Develop internal communications that inform, engage, and reinforce organizational culture and values.
- Provide messaging, editorial, and communications support to the CEO and senior leadership team.
- Serve as the primary point of contact for media inquiries, interviews, and external communications coordination.

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Community Partnerships

- Support the team that leads community, volunteer, and faith-based engagement strategy, building and stewarding partnerships that expand awareness, build the case for support, and share the impact across Mecklenburg County.
- Align engagement efforts with organizational priorities, collaborating with services and support teams to strengthen volunteer experiences, support fundraising goals, and deepen community trust.

Leadership & Team Management

- Lead, coach, and manage the marketing and partnerships team, including three direct reports, two indirect reports, and oversight of agency and consultant relationships.
- Establish clear workflows, priorities, and performance expectations to support high-quality, timely execution.
- Foster collaboration, innovation, and strong cross-functional partnerships within Advancement and across the organization.

The Ideal Candidate

The ideal candidate will bring a deep commitment to Crisis Assistance Ministry's mission and values, along with strong marketing and communications leadership experience. Successful candidates will demonstrate many of the following qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Seven or more years of progressive experience in marketing and communications, including digital, print, and brand management.
- At least three years of experience leading teams or functional areas.
- Experience modernizing brands, platforms, or communications strategies within complex or legacy organizations.
- Strong strategic planning, project management, and execution skills.
- Excellent writing, editing, and storytelling abilities.
- Experience with media relations and public speaking.
- Proficiency with Adobe Creative Suite, WordPress or similar CMS platforms, and email marketing tools (e.g., Mailchimp, Campaign Monitor, ActiveCampaign).
- Commitment to dignity-centered work and serving people experiencing poverty.

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Think you are the next Director of Marketing & Communication for Crisis Assistance Ministry?

To apply, click on the link to the Director of Marketing & Communication position profile at <https://jobs.armstrongmcguire.com/>. You will see instructions for uploading your compelling cover letter, resume, salary requirements, and professional references. Please provide all requested information to be considered. In case of any technical problems, contact talent@armstrongmcguire.com. No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.

Salaries and Benefits

This is a full-time salaried position with general work hours Monday through Friday, 8:30 a.m. to 5:00 p.m., with flexibility to work evenings or weekends as needed.

The salary being offered for this position is \$100,000-105,000. Benefits include a supportive, collaborative work environment and a strong commitment to professional development. The benefits package includes medical, dental, and vision insurance; flexible spending accounts (FSA); life and AD&D insurance; short- and long-term disability coverage; group accident and critical illness insurance; and an Employee Assistance Program (EAP). Paid time off is accrued beginning with 10 vacation days, 12 sick days, 3 bereavement days, 2 floating holidays, 1 paid volunteer day, and 10 paid holidays annually.

General Information

Crisis Assistance Ministry does not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity, age, national origin, disability, genetic information, marital status, or status as a covered veteran, or any other characteristic protected by federal, state or local laws, in any of its activities or operations.

The statements above describe the general nature and level of work performed by individuals assigned to this position. They are not intended to be an exhaustive list of duties or responsibilities. Employment with Crisis Assistance Ministry is at will, and either party may terminate the employment relationship at any time, with or without cause.

About Armstrong McGuire

[Armstrong McGuire](#) is a leading executive search, fundraising and strategic advising firm that believes in unlocking the potential of nonprofit leaders and the communities they serve. Founded in 2004, our diverse team of advisors work with clients and leaders to align strategy, optimize operations, build capacity, and lead nationwide searches that bring supremely talented individuals to high-impact organizations. Learn more about our services in talent acquisition, fundraising counsel, and strategic planning.