



## **POSITION ANNOUNCEMENT**

### **TITLE: Director – Marketing & Communications**

Special Olympics Illinois is a not-for-profit organization offering year-round training and competition in 18 sports to Illinois athletes with intellectual disabilities. Special Olympics Illinois is dedicated to shaping a culture where people with and without intellectual disabilities are fully integrated into the community by providing opportunities in competitive sports, health education, leadership and personal development. As a part of the Special Olympics Illinois team, you'll join an energetic and hard-working group of individuals committed to transforming the lives of those we serve.

### **Position Overview**

Special Olympics Illinois is actively recruiting for the role of Director – Marketing & Communications. The Director – Marketing & Communications will help lead the development and implementation of Special Olympics Illinois public relations strategies to drive brand awareness and revenue throughout the state of Illinois.

As a member of the Marketing & Communications team, this position will work to ensure the best possible service and effective marketing and informational communications to external and internal SOILL constituents to promote the mission, programs, and events of SOILL in order to help aid Special Olympics Illinois in achieving the Big Three Key Objectives. This position reports directly to the Senior Director – Marketing & Communications.

### **Primary Responsibilities**

- Maximize brand presence on various channels (e.g. print, TV, and radio)
- Cultivate and maintain relationships with media professionals
- Arrange interviews and press releases to promote our company and its programming/services.
- Actively work with Marketing & Communications team to develop and implement marketing and communications strategies in the state of Illinois.
- Represent Special Olympics Illinois at events, including facilitating media and social media coverage on site.
- Analyze and recommend pro-bono, cash bids and pricing strategies from general market media in Illinois to produce the highest possible benefit and cost savings to the organization.
- Work with Marketing & Communications team to write, review and distribute press releases for organizational happenings, including state and regional competitions, Torch Run events, Unified Champion Schools initiatives, and more.
- Write articles covering organization activities, programs and partnership announcements.
- Acting as an organizational representative for media interviews.
- Pitch feature stories throughout the year on athletes, fundraising initiatives, coaches and volunteers to media throughout the state of Illinois.
- Act as a brand steward, upholding brand and trademark standards and consistency throughout the organization.
- Assist in the preparation of budgets and monitor ongoing status of assigned project codes.
- Participate in development of department goals and objectives and communicate job-specific activities to better coordinate department activities.
- Be a key component, involving the brainstorming and implementation of ideas based on the needs, objectives and feedback of key organizational stakeholders.
- Coordinate with other team members on the cadence and distribution on communication content for the organization.
- Provide support on other projects as needed and assigned.

### **Qualifications**

- Bachelor's Degree in related field strongly recommended
- 5 – 7+ years Marketing and/or Communications experience, preferably in a non-profit environment

### **Special Olympics Illinois**

605 E. Willow St., Normal, IL 61761

Tel 309-888-2551 Fax 309-888-2570

[www.soill.org](http://www.soill.org)

*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*



- Ability to assist the Senior Director in making recommendations to staff on existing communications strategies and methods to be implemented
- Excellent, adaptive computer skills including proficiency with Microsoft Office products
- Ability to work independently with some close oversight, but also a team player who productively engages with others at varying levels of seniority within and outside Special Olympics Illinois
- High energy and passion for Special Olympics mission
- Meets all team deadlines and responsibilities, listens to others and values opinions, helps team to meet goals, welcomes newcomers, and promotes a team atmosphere
- Strong organizational and time management skills with exceptional attention to detail
- Customer focus
- Excellent communication skills, both written and oral as well as receptive (listening)
- Professional and resourceful style; the ability to take initiative and to manage multiple tasks and projects at a time
- Valid driver's license and proof of insurance required

### **Work Schedule & Requirements**

- Position based out of Chicago, IL office
- Reports to Senior Director – Marketing & Communications
- Monday through Friday with frequent evenings and weekends as position demands
- Independent in-state travel frequently required, including some overnight and weekend travel as an essential function of position
- Physical mobility required: must be able to climb stairs, assist in setup and breakdown at events, stand or sit for long periods of time, and load and unload vehicles
- Medium work required, which involves lifting no more than 50 pounds at a time with frequent lifting or carrying of objects weighing up to 25 pounds; requires a good deal of walking, standing, and/or sitting with some pushing and pulling of arm or leg controls; includes sedentary work
- Close visual acuity required to perform activities such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines; operating motor vehicles
- First Aid/CPR Training and Certification required or willing to obtain within the first six months; must be able and willing to effectively administer First Aid/CPR on-site during events
- Valid driver's license and proof of insurance is required
- Offers of employment are contingent upon clear results of a background check

### **Benefits**

- This full-time position includes an excellent compensation and benefits package including health, dental, vision, life, voluntary disability insurance, a retirement savings plan with company match, generous paid time off benefits, and more.

### **To Apply**

To apply for this position, please submit a copy of your resume with a cover letter via [Indeed](#)

*Special Olympics Illinois is committed to building a diverse, creative, engaged, collaborative, and hard-working team that is dedicated to our athletes, our communities, and each other. Our employees are our most valuable asset, and we aim to create a positive atmosphere where employees feel valued and fulfilled. We truly want people to love working here, and we strive to create a culture that allows for growth, opportunity, and fun.*

*Special Olympics Illinois is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, religion, creed, age, disability, sex, gender identity or expression, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, criminal conviction, and all other protected classes under federal or state laws.*