



**Position:** Chief Marketing Officer  
**Organization:** SBP – New Orleans  
**Reports to:** Chief Development Officer

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### ***About SBP***

SBP is an award-winning, innovative nonprofit organization that shrinks the time between disaster and recovery. A leader in volunteer-driven, post-disaster rebuilding; SBP educates, advocates and improves the disaster recovery sector so that we can collectively achieve more for communities. With a team of 80+ staff and 240 AmeriCorps members, SBP has rebuilt more than 1,800 homes and strengthened 60+ communities across 17 states and Puerto Rico.

SBP's vision is to embrace constant improvement, community-wide collaboration, and clear benchmarks to reduce human suffering caused by the tolls of delay in recovery. By pairing resilience training with recovery operations, we strive to reduce the need for our rebuilding services over time preparedness among vulnerable communities.

SBP encourages individuals that are hungry for change and eager to innovate to join our team so that we can change the future of disaster recovery together.

### ***Position Summary***

SBP is a national leader in the disaster resilience and recovery industry. While we excel in rebuilding homes, providing life changing experiences for volunteers and clients, and driving real results through our focus on solving the root-cause of problems, we need to improve on the way we share the impact of this work! In other words, we have a ton of content, but we need YOU to help us let the world know about it.

You will be in charge with building the vision for and leading the implementation of a creative, comprehensive communication and marketing strategy and program. We are looking for a communications/public relations professional who has a proven track record of leading an organization to achieve excellence through external communications. Leadership skills, exemplary writing, and established media relationships are the primary requirements of this job.

You will manage the communications and marketing team, build and implement communications and marketing strategy, and ensure that SBP is positioned as a thought leader in the disaster resilience and recovery space. As a member of our fundraising and development team, you will play a major role in helping to raise funds through effective marketing, communications, and impact reporting.

### ***For this position you will have to meet the qualifications below:***

- Proven track record of building and implementing successful, fully integrated communications and marketing strategy
- Four-year university degree or equivalent combination of education and experience
- 5 to 7 years' experience in a senior communications role, preferably with a national mandate
- Superior writing, communication, and interpersonal skills
- Excellent capabilities in quality writing: blogs, pitches, op-eds and other published media
- Experience managing a team
- Proficiency in Public Relations: quality national media placements, press releases and crisis communications
- Experience in developing concise and compelling messaging

- Experience partnering with development or sales staff to drive organization's revenue goals
- Ability to pivot quickly to new communications opportunities when natural disasters occur

***In this role, you will:***

- Create and implement annual marketing and communication strategy
- Effectively manage and grow communications team
- Create strategy and execute goals relating to Public Relations successes:
  - Quality media placements (national news, online and publications)
  - Corporate partner media announcements
  - Disaster communications
  - Press releases/media announcements
- Create strategy and execute goals relating to External Communications successes:
  - Write on behalf of CEO and executive leadership (blogs, op/eds, letters)
  - Drive marketing and communication initiatives among staff, board and external partners
  - Work with HR team to improve outward-facing recruitment messaging
  - Ensure SBP's values are incorporated in materials/web and rolled out effectively among team
- Create strategy and execute goals relating to Thought Leadership successes:
  - Pitch speaker placements at conferences
  - Placement and pitching for SBP's government advisory work
  - Social media "voice" of thought leadership

**You will be expected to be:**

- Able to juggle multiple, competing priorities in a fast-paced environment.
- Exceptionally self-motivated and curious.
- High level of personal accountability.
- Align work performance with SBP's core values.
- Top-notch written communication and interpersonal skills.
- Detail-oriented with strong troubleshooting, analytical and problem-solving abilities
- Working knowledge of all facets of social media management.
- Superior work ethic and high energy level.
- Desire and ability to work, grow and learn in a startup environment.
- Plan and meet deadlines.
- Maintain a flexible work schedule to meet the demands of executive management.
- Demonstrate initiative and work as a team player.
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector.
- Demonstrate commitment to continued professional growth and development.

[Please Click Here To Apply](#)

*SBP is an equal opportunity employer and adheres to all applicable city, state and federal laws regarding equal employment opportunity and hiring practices.*

*All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.*

*It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.*