



POSITION DESCRIPTION CHIEF MARKETING OFFICER

OPPORTUNITY

We are seeking a dynamic and strategic Chief Marketing Officer (CMO) to lead all marketing, communications, and brand initiatives for Person to Person (“P2P”). The CMO will serve as the primary architect of our public narrative, driving awareness, donor engagement, community trust, and program visibility.

This is a leadership role requiring both high-level strategic thinking and hands-on execution. Reporting to the Chief Executive Officer (CEO), the CMO will guide the strategy and execution of marketing, communications, public relations, and media presence to consistently and dynamically promote P2P and its mission. The CMO will work in close collaboration with development, volunteer, and site staff in supporting the organization. This position requires the ability to scan both the organization and the surrounding community environments to position P2P, as well as excellent organizational, communication, and cross-functional department liaison skills. The ideal candidate will be an innovative and relationship-oriented communications leader with demonstrated success building brands, leading integrated marketing strategies, and translating mission into compelling public engagement. They will be equally comfortable operating at the strategic leadership level and executing day-to-day communications initiatives in a fast-paced nonprofit environment.

ABOUT PERSON TO PERSON

Established in 1968, Person to Person (“P2P”) P2P is a community-supported agency that helps families and individuals as they move toward stability with healthy food, clothing, housing assistance and a path to economic opportunity. The vision that guides P2P’s work is “thriving, hunger-free homes.” With a financial budget of approximately \$6MM, an additional \$10MM in annual “in-kind” donations, and over 35,000 volunteer hours donated annually, P2P is a well-established and innovative agency. More than 90% of all donations go directly to programs, which include four full-time food pantries including two mobile food pantries (*P2P on Wheels*), a Clothing Center, a Financial Opportunity Center™ wraparound casework services, summer camperships for children, and college and vocational scholarship aid to students seeking to change the trajectory of the next generation. For more information visit, www.p2phelps.org.

RESPONSIBILITIES

Strategy & Leadership:

- Develop and implement a comprehensive annual marketing and communications strategy aligned with organizational goals.
- Participate in bi-weekly leadership team meetings, contributing a marketing and communications perspective to organizational decision-making.
- Report directly to the CEO and serve as a key member of the senior leadership team.
- Serve as a strategic advisor to the CEO on public messaging and external communications.
- Supervise and mentor a part-time Marketing Assistant, providing direction, professional development, and performance oversight.

Brand & Content:

- Oversee all brand standards, messaging, and storytelling across channels.
- Oversee and contribute to the creation of compelling multimedia content for digital and social platforms, including event coverage, client stories (with appropriate consent protocols), and organizational milestones.
- Manage content calendars and ensure consistent, mission-aligned posting across platforms such as Instagram, Facebook, LinkedIn, and others relevant to target audiences.

Digital & Analytics:

- Lead digital marketing efforts including email campaigns, website management, and social media performance.
- Track, analyze, and report on key marketing metrics—reach, engagement, conversion, and donor acquisition—using data to guide strategy adjustments.
- Leverage analytics tools to forecast campaign performance and optimize spend and effort allocation.

Community & Donor Engagement:

- Collaborate with the development team on fundraising campaigns, appeals, and donor communications.
- Build relationships with media, community partners, and stakeholders to amplify the organization's mission.
- Support event promotion and organizational visibility initiatives.

QUALIFICATIONS

Required

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field
- 7-10 years of progressive marketing experience, with at least 3–5 years leading strategy, campaigns, or teams

- Demonstrated experience managing social media platforms and producing original content (photography, videography, copywriting)
- Proficiency in marketing analytics tools and a comfort with data-driven decision-making
- Strong written and verbal communication skills with the ability to translate complex social service topics into compelling public narratives
- Ability to work independently, manage multiple priorities, and supervise staff
- Flexibility to work some evenings and weekends.
- High ethical standards, comfort dealing with confidential information
- English language proficiency; additional languages not required, but a plus
- Possess warmth, sense of humor, honesty and compassion
- Strong relationship-building skills with the ability to engage diverse stakeholders including donors, volunteers, media, community partners, and staff

Preferred

- Experience working in a nonprofit, social services, or mission-driven organization
- Familiarity with donor CRM platforms (Salesforce)
- Experience with email marketing platforms (e.g. Constant Contact)
- Graphic design skills (e.g., Canva, Adobe Suite)

COMPENSATION & BENEFITS

This position is a full-time exempt, salaried position. The salary range is \$110,000-120,000 dependent on relevant qualifications and experience. The successful candidate will be offered a competitive benefits package that include generous paid time off, health, dental, vision, 403(b) retirement, life and disability insurance, FSA, and supplemental insurance.

The CMO is expected to work some regular on-site business hours in Darien but is eligible for a hybrid work schedule. Some evening and weekend hours will be required for to support stakeholder and donor events. P2P is a warm, supportive, and nurturing workplace culture that offers freedom and autonomy in your day-to-day work.

EQUAL OPPORTUNITY EMPLOYER:

P2P is committed to creating a diverse environment. We believe that a commitment to diversity, equity and inclusion provides the best environment, experience and services for everyone, and especially the P2P Community. All applicants will be considered for employment without attention to race, color, religion, age, sexual orientation, gender identity, national origin, veteran, or disability status.

TO APPLY:

The search is being conducted by The Strategy Group. To apply:

- Submit a resume and a compelling letter of interest via email.
- Send cover letter and resume as ONE PDF DOCUMENT titled “LAST NAME P2P SEARCH” to nonprofitjobs@thestrategygroupllc.org.
- Please title emails as **P2P CMO SEARCH** in the subject line.

Resumes will be accepted until the position is filled.