

The Black MasterMind Group Charitable Foundation

Marketing Director

Description

The Black MasterMind Group Charitable Foundation is a recognized 501c3 grant funded organization created to educate, train, coach, mentor and develop the black entrepreneurial community to start/(re-start), stabilize, sustain, and scale their businesses. Addressing the disparity in the black entrepreneur's ability to access capital. Consequently, resulting in a higher business closure rate than any other ethnic group. This is a part time independent contractor position with a minimum of 22 hrs to a maximum of 24 hrs a month. Compensation based on grant guidelines.

As the Marketing Director you will serve as a single point of contact for the local Black MasterMind Affiliate Groups marketing activities. You will be the point of contact for community organizations, government entities, media, and industry partners to increase nationwide awareness, resources, and data to combat the high business closure rate of the Black Entrepreneurial Community.

Job responsibilities

Oversee the day-to-day marketing strategies of the Black MasterMind Affiliate Group throughout the city. Implement the marketing strategies aligned by the National Marketing Director to bring awareness, increase membership, promote, and advance the events and activities that foster a strong black entrepreneurial community. Assist the organization to achieve its goals and mission to educate, train, coach, mentor and develop as many black entrepreneurs as possible to create sustainable business models in the community.

Develop and execute public relations strategies to raise awareness of the disparities of the Black Entrepreneurial Community. Develop and strengthen contacts with media outlets nationwide and serve as a spokesperson for the national organization.

Qualification

A current or former Black Entrepreneur. 5 years of Entrepreneurial experience or a Bachelor's degree from a four-year accredited institution or three years of senior level leadership, management, and decision-making experience.

An inspiring and inclusive leadership style with a track record of executing marketing campaigns, marketing strategies, and promotional activities to build, strengthen, and retain the local affiliate group membership. Ability to plan, organize, prioritize, and coordinate multiple projects. Excellent oral and written communications skills, with strong interpersonal skills. Ability to maintain confidential information.

Impeccable integrity and moral character, supporting the mission, philosophy, policies, procedures, and ideals of The Black MasterMind Group Charitable Foundation.