



Director of Marketing

Location: Boston, MA (Remote/Hybrid)

About the Role

The **Director of Marketing** will lead and execute BWB's marketing strategy to drive membership growth, engagement, sponsorship value, and brand visibility. This role will maintain BWB's leadership as the go-to platform for connecting Black people to curated resources, community, and culture. The ideal candidate is a creative and strategic leader who can protect and enhance the BWB brand while driving innovation across digital and in-person channels. Working closely with Partnerships, Events, and Membership teams, the Director will play a critical role in communicating BWB's impact and positioning it for national growth. The Director will also have supervisory responsibility for staff and contractors, ensuring a high-performing team that delivers exceptional results.

Key Responsibilities

Marketing Strategy and Execution

- Develop and oversee annual and quarterly marketing plans to meet growth objectives.
- Translate brand strategy into compelling campaigns tailored to member tiers, partners, and sponsors.

Content Development and Brand Management

- Create and manage impactful content across all channels, ensuring consistency with BWB's brand guidelines.
- Develop names and lingo for membership tiers, events, and new initiatives, and oversee merchandise strategies.

Digital Platform Optimization

- Collaborate with the Digital Experience Manager to enhance the Mighty Network platform and drive member engagement.
- Use platform tools to support tiered memberships and create seamless digital experiences.



Campaign Management and Analytics

- Plan and execute marketing campaigns for major initiatives like the tiered membership launch and brand relaunch.
- Leverage data to measure campaign effectiveness and optimize future strategies.

Member Marketing and Engagement

- Promote the value of membership tiers through tailored messaging, success stories, and exclusive perks.
- Enhance retention through personalized communications and targeted engagement efforts.

Sponsorship and Partner Marketing

- Showcase clear ROI for sponsors and partners through data, storytelling, and high-impact campaigns.
- Collaborate with the Partnerships team to create marketing materials that attract and retain partners.

Team Leadership and Collaboration

- Use tools like Asana to manage workflows and maintain alignment across teams.
- Hire and supervise marketing staff and contractors, including Digital Experience Manager, content creators, videographers, and designers.

Qualifications

- 7–10 years of professional marketing experience, with at least 2–3 years in a leadership role.
 - Demonstrated expertise in integrated marketing strategies, including digital, content, social media, and traditional marketing.
 - Exceptional storytelling, writing, and communication skills.
 - Proven track record of developing and executing successful marketing campaigns with measurable results.
 - Experience with tech tools, including CRMs, project management platforms, and social media tools.
 - Knowledge of the Boston market and Black community.
 - Previous work in fast-paced, high-growth environments.
 - Strategic thinker with a bias for action and results.
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Compensation and Benefits

This is a permanent, full-time position. The salary for this role is between \$100,000 - \$120,000, dependent on experience. Benefits include:

- Comprehensive health, dental, and vision benefits.
- Paid time off and flexible work options.
- Hybrid workplace (remote, with required in-person meetings and events)
- Monthly coworking space stipend
- Annual professional development, tech, and wellness stipends
- Opportunity to shape the growth of a mission-driven company creating national impact.

TO APPLY: SEND RESUME AND COVER LETTER TO HIRING@BOSTONWHILEBLACK.COM

About Boston While Black

Boston While Black (BWB) is the leading connector to community and culture for Black people in Boston, fostering a deep sense of belonging that transforms where they live, work, and play. Through our tech-enabled membership community, we provide curated resources and connections that help members shape the city they want to live in. We partner with companies and institutions, equipping them to champion and invest in the Black experience. BWB also curates annual signature events that redefine the regional narrative about the presence and impact of Black communities.

We are expanding our reach with a tiered membership model, city-based scaling, and an ambitious brand relaunch in April 2025. As we grow into new markets, BWB is building a national model to foster belonging and create thriving spaces centered on the Black experience.