



Position: Sr Director, Marketing and Communications
Location: New Orleans LA
Reports to: Chief Advancement Officer
Date: June 8, 2026

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About SBP

SBP is a national nonprofit organization dedicated to helping communities shrink the time between disaster and recovery. We take a holistic approach to disasters by increasing readiness and resilience before they happen, and streamlining rebuilding and long-term recovery after.

- **Building the Way Home for Disaster Survivors:** SBP serves the most vulnerable homeowners in a community impacted by a major disaster through its Recovery Services. These services are currently offered in eight states across the Gulf South, where the risk of major natural disasters is greatest.
- **Building Readiness and Resilience Through Local Partnership:** SBP supports low-capacity, high-risk communities through its Advisory Services, providing training, consulting, and organizational capacity-building through a team of subject-matter experts and Resilience Fellows.

Joining SBP is more than just joining a workforce. It's about contributing to a mission where you can enact real change and make a difference in the lives of people impacted by disasters.

Position Summary:

SBP's Sr. Director of Marketing and Communications will have a proven track record of amplifying complex storytelling to a variety of stakeholders. The ideal candidate will have led performance-driven teams and developed and implemented strategic fundraising and brand-building plans. Reporting to SBP's Chief Advancement Officer and working closely with other senior team members, the Sr. Director of Marketing and Communications will spearhead efforts to weave a compelling and engaging narrative about the organization's mission and impact while utilizing platforms to convert external stakeholders to donors, volunteers and partners. The position will oversee all communications functions and branding work; enhance SBP's visibility, position as a thought leader and influence through effective communications; and collaborate with others on the Advancement leadership team on marketing/communications programs that serve the organization's goals.

The Sr. Director of Marketing and Communications will also work closely with the Chief Advancement Officer to lead the launch of a new name and brand for the 20-year-old organization, managing relationships with external agencies to ensure a timely, effective launch and subsequent fundraising and awareness campaigns. Fundraising performance.

Key Responsibilities and Duties

Team Leadership & Management

- *Lead a team of four (4) Marketing and Communications team members, including a Director of Marketing and a Director of Communication, to strategically, collaboratively, efficiently, and effectively drive revenue and awareness to SBP.*
- Manage growing Marketing and Communications team that includes brand activation, creation of marketing collateral, media relations, digital assets and editorial content.

- Oversee relationships and contracts with external agencies and vendors supporting SBP's marketing and communications activities.

Strategy, Brand & Communications

- Develop and lead innovative and creative messaging and communications plans to promote SBP's work and collaborations to diverse audiences, including donors, the media, policy makers, political leaders, and NGO partners.
- Construct, facilitate, refresh, and execute an innovative and integrated marketing and communications platform that enhances brand awareness, communicates SBP's clear points of difference, elevates engagement and relevance, and drives revenue growth.
- Achieve a unified creative direction and content strategy across all platforms, digital and print, to meet brand standards and connect with key audiences.
- Hone SBP's communications framework to tell the organization's story through a powerful and action-oriented narrative.
- Capitalize on new technology to drive outreach, storytelling, and impact.
- Establish a centralized content calendar that maximizes the utility of all communications channels.

Cross-Functional Collaboration & External Engagement

- Work cross-functionally with colleagues to craft the marketing and communications assets needed by all organizational departments.
- Work closely with colleagues on the Advancement team to develop philanthropic cases for support, major gifts, fundraising materials, and campaign advertising, linking the impact of SBP's work with the urgency associated with the accelerating number of disasters.
- Create and drive plans for public speaking opportunities for the Senior Leadership Team.

Performance, Analytics & Operations

- Lead critical exploration of all marketing channels to determine the best investment and return strategy.
- Establish systems that utilize data analytics and research to inform business decisions.
- Manage disaster response and recovery communications plans.

Other Duties as Assigned

Requirements and Qualifications

Education: Bachelor's degree required; advanced degree preferred.

Work Experience: Minimum of 10 years of related, progressively responsible work experience within the Marketing and Communications field. Minimum of five (5) years managing, developing, mentoring, and supporting a diverse and high-performing team.

Technical Skills and Proficiency: Experience with Adobe Creative Suite or other graphics/creative platforms. Expertise with Microsoft Office and database management; willingness to learn new applications and identify innovative ways for technology to support

organizational objectives. Familiarity with asset-based and/or social impact design approaches to community development, volunteerism, corporate philanthropy, and tutoring/mentoring.

Core Competencies (Soft Skills):

- Exceptional written, verbal, and interpersonal communication skills, with the ability to translate complex issues for diverse internal and external audiences.
- Strong strategic, analytical, and operational planning skills, including the ability to use metrics to measure performance and results.
- Strong project management skills, including the ability to prioritize, delegate, problem-solve, and build effective systems and processes.
- Demonstrated ability to develop and execute communications strategies within a large, complex organization.
- Strong relationship-building skills and the ability to collaborate effectively with diverse stakeholders and subject-matter experts.
- Highly organized, detail-oriented, and able to manage multiple priorities with initiative and accountability.
- Understanding of general accounting principles and IRS regulations governing charitable contributions.

Special Requirements: Ability to be available off-hours for disaster response communications. SBP Standard - Mandatory checks (e.g., criminal background, drug screening) with the ability to pass a criminal history check to include National Sex Offender Registry, State, and FBI/; US Citizen or ability to work in the United States.

Salary range \$100,000 – 130,000

SBP is building a team from a broad range of backgrounds.

We love fresh perspectives and we know our teams grow stronger when they include different experiences. We adhere to all relevant employment laws and never discriminate in our hiring. By welcoming people from varied backgrounds, we spark new ideas and are better prepared to support the communities we serve.

SBP is an equal opportunity employer.

We are an equal opportunity employer. All applicants will be considered without discrimination on the basis of race, color, sex, sexual orientation, pregnancy, religion, age, national origin, genetic information, disability, military status, familial status, political affiliation, or any other characteristic protected by law.