



Small Magic is seeking a *Director of Marketing & Communications* to drive measurable audience growth, engagement, and brand credibility through disciplined marketing and communications that expand our reach and activate participation and revenue at a critical moment of organizational growth.

KEY DETAILS

Reports to: Managing Director, External Affairs

Works closely with: Director of Institutional Partnerships, Development Coordinator, Programs staff, and external partners

Location: Birmingham, AL (with some flexibility)

Schedule: Flexible (full-time or part-time, depending on candidate)

Compensation: \$78,000 - \$90,000 annually

WHO WE ARE

Small Magic is a Birmingham-based organization focused on one goal: ensuring children under five are ready for kindergarten and a life of opportunity. We work alongside families, providers, and civic leaders to strengthen the early learning ecosystem across our city through direct programming and broader systems-level work.

We are entering a defining chapter. With significant new public and private investments committed, Small Magic is scaling rapidly and expanding how we engage the community. For the first time, we are building a marketing and communications function sized for what comes next.

We're looking for a leader who is energized by that opportunity: someone who can bring structure, clarity, and creativity to how we show up—building a marketing engine that drives measurable growth, deepens engagement, and strengthens the organization's credibility.

WHAT YOU'LL DO

The Director of Marketing & Communications owns how Small Magic shows up to the world and how that visibility translates into real engagement, participation, and revenue. This role is not about producing content alone. It is about building and operating a **disciplined, measurable marketing system** that drives results.

You will:

- **Build and lead Small Magic’s marketing strategy** | You will design and implement a comprehensive marketing strategy aligned to the organization’s core goals: revenue, participation, awareness, and involvement. This includes auditing current assets, defining priorities, and ensuring that strategy actively guides execution.
- **Translate strategy into compelling storytelling** | You will own Small Magic’s narrative across all channels, ensuring that everything we produce reflects a clear, consistent, and dignified story. You will connect day-to-day content to long-term impact, helping audiences understand not just what we do, but why it matters.
- **Design and execute high-impact campaigns** | You will build and run campaigns—from major initiatives like Storytime to year-end fundraising efforts—using clear structure, defined audiences, and measurable outcomes. Campaigns will be planned, executed, and evaluated with rigor, not guesswork.
- **Build a marketing engine that drives growth and conversion** | You will grow Small Magic’s audience and improve how that audience converts into action whether that’s attending programs, engaging with the work, or contributing financially. This includes managing channels (email, website, social) and improving performance over time.
- **Operate with data discipline and resource clarity** | You will ensure that marketing decisions are grounded in data. This includes defining success metrics, tracking performance, and making decisions about where to invest or adjust resources based on results.

TO MAKE THIS CONCRETE

If you were in the role today, you might be:

- Leading a full audit of marketing channels, collateral, vendors, and spend, and building a strategy to align efforts with organizational goals
- Working with a designer and developer to expand the website so it clearly communicates Small Magic’s work and drives user action
- Designing and executing a campaign to increase participation in Storytime, with clear projections and performance tracking
- Building an editorial and campaign calendar that ensures consistent, high-quality execution across all channels
- Evaluating recent campaigns and making decisions about what to double down on, adjust, or stop

WHO YOU ARE

We’ll evaluate candidates for this role based on demonstrated strength in the areas below:



- **Storytelling & Narrative Judgment** | You are a strong storyteller who knows how to translate complex work into clear, compelling narratives, and when to say less. You represent people and ideas with dignity, accuracy, and care.
- **Marketing Systems Thinking** | You think in systems, not one-off efforts. You understand how to connect audience, message, channel, and outcome, and you design marketing processes that are structured, repeatable, and effective.
- **Data-Driven Decision Making** | You use data to guide decisions. You define success before launching work, evaluate performance consistently, and adjust based on what you learn.
- **Content Creation & Writing Excellence** | You are a strong writer and capable producer. You can independently create high-quality content across formats and take full ownership of your work from idea through execution.
- **Creative Direction & Audience Insight** | You bring originality and strong audience instincts to your work. You know how to create moments that resonate, and you balance creativity with clarity of purpose.
- **Campaign Execution & Follow-Through** | You execute with discipline. You build campaigns with clear structure and deliver consistently, ensuring that strategy translates into real output and results.

WHAT ELSE YOU SHOULD KNOW

Small Magic is committed to building a team that reflects the diversity and strength of the community we serve. We encourage applications from people and communities most impacted by inequity. Employment decisions are made without regard to race, gender, sexual orientation, religion, age, disability, or any other protected characteristic.

We are open to both full-time and part-time candidates, depending on experience and scope. The compensation range for this role is \$78,000 - \$90,000, commensurate with demonstrated competency and prior experience. Benefits include a highly flexible work environment, premium health insurance, retirement matching (up to 5% after 3 months), paid time off (approximately 30 days), professional development funds, and a work-issued laptop.