



Director of Marketing and Development

Firetree, Ltd. a non-profit organization dedicated to providing quality transitional services to individuals associated with the criminal justice system, is seeking a results-driven individual to serve as Director of Marketing and Development. The individual will direct all marketing and development initiatives for Firetree, Ltd. The incumbent establishes marketing and communication strategies to increase visibility of Firetree's services and identifies business development opportunities.

Firetree, Ltd.'s mission statement, "Together Building a New Way of Life," is exemplified by their progressive programs and dedicated professional staff. The Director of Marketing and Development will partner with leadership to develop and implement strategic initiatives as Firetree continues to enhance its services.

The ideal candidate will possess the following qualities:

- Working knowledge of specification writing, bidding procedures, cost of labor and materials for rehabilitation projects
- Thorough knowledge of the principles of marketing as well as new technologies and how they can be applied to marketing
- Knowledge of and experience in developing new information materials including video production, press releases, fact sheets, brochures, booklets, etc., to increase public awareness
- Ability to work with and service all levels of an organization, developing strong partnerships with internal colleagues as well as external strategic partners
- Ability to establish, monitor, and achieve objectives through skillful delegation of duties
- Proven ability to develop and carry out strategic marketing initiatives with set deadlines
- Proven ability to help individuals and teams develop, grow, and succeed

Education/Experience: Bachelor's Degree in marketing or related field(s) and a minimum of seven (7) years of experience in marketing, including three (3) years of supervisory experience. Experience in rehabilitation and/or reentry centers is preferred. An equivalent combination of education and experience may be considered.

Location: Williamsport, PA. Travel required at least 60% of the time, including occasional overnight travel.

Organization: Firetree, Ltd. (<http://www.firetree.com/>)

Compensation: Commensurate with experience and qualifications. Comprehensive benefits package included.

To apply: Please e-mail your resume, cover letter, and salary requirements to recruit@humancapitalinitiatives.com with "Firetree Director of Marketing and Development" in the subject line. Please do not contact Firetree, Ltd. directly.

To view the complete job description for this position, visit our website at <http://humancapitalinitiatives.com/news-and-opportunities/>.