



Director of Outreach

St. Louis, MO



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The SoulFisher Ministries

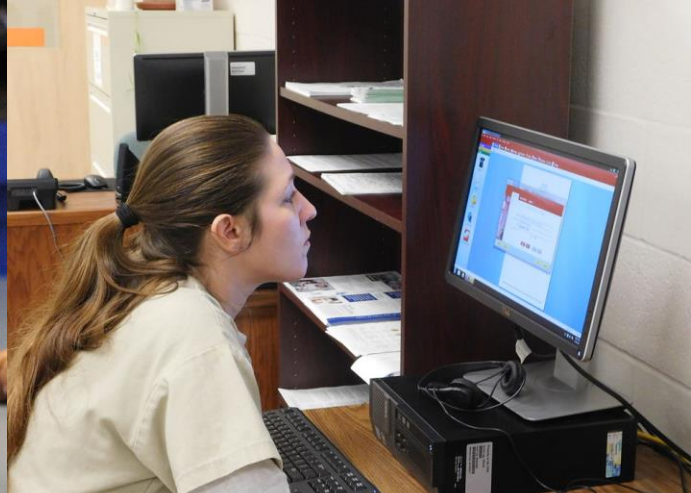
Restoration is Possible. Success is Real!

MISSION STATEMENT

To respond to the needs of youth with incarcerated parents and to promote restorative justice for those currently or formerly incarcerated.

VISION STATEMENT

To embrace the world in a network of charity as defined in the Word of God. The SoulFisher Ministries (TSM) desires to see young people educated and empowered to succeed in life and broken lives and homes re-established through education, job training and employment, computer literacy, and transitional housing. The organization's ultimate goal is to re-empower formerly incarcerated women to be productive influences in their families and communities and to help break the cycle of the school-to-prison pipeline.



Programs of Impact

E.N.A.L.

Educate Now to Achieve Later (E.N.A.L.) After-School Tutoring Program

The E.N.A.L. program is a 21st Century Community Learning Center-funded program specifically designed to captivate and improve the academic success of its participating students.

E.N.A.L. programming currently operates within the Riverview Gardens School District at both Koch Elementary School and Westview Middle School, serving students in grades kindergarten through eighth grade.

A.G.A.P.E.

Adult General Academic Program of Education (A.G.A.P.E.) Pre- and Post-Release Program

Studies show there are nearly 33,000 adult inmates in prison in the state of Missouri, approximately 2,500 in one of St. Louis City's or St. Louis County's jails, and 68,000 currently on probation or parole. The SoulFisher Ministries provides incarcerated women the opportunity to participate in an alternative learning program through quality and compassionate classroom educational instruction. Life skills, goal setting, relationship restoration, restorative justice opportunities, and access to transitional housing are also available for program participants.

Fisher Transitional Living for Women & A.G.A.P.E Supportive Housing

Fisher Transitional Living for Women is a community-based transitional housing program committed to assisting and empowering women to successfully rebuild relationships with their family and community. This is accomplished through providing case-management, home-management, money-management, goal setting, budgeting, and employment assistance.



The Opportunity

TSM is looking for a talented and strategic Director of Outreach to lead the organization's outreach initiatives and support the development team. The ideal candidate will possess a strong blend of creative design skills, web development expertise, and be digital marketing savvy. As a member of the development team, this person will be pivotal in enhancing TSM's community presence, managing its digital platforms, and driving engagement across multiple channels. The Director of Outreach will also be responsible for supporting fundraising efforts, managing TSM's volunteer program, and leading community engagement efforts.

Responsibilities

Graphic Design: Create visually-compelling designs for print and digital media using Adobe Creative Suite. Apply design principles to enhance brand messaging across various platforms.

Web Development and Design: Develop, maintain, and optimize TSM's website using platforms like Wix and WordPress and coding languages such as JavaScript, HTML, and CSS to ensure a seamless user experience.

Social Media Management: Manage and curate content across social media platforms, maintaining a consistent organizational voice. Develop engaging campaigns that drive engagement and growth.

Content Creation and Communication: Produce and edit high-quality photos, videos, and written content to communicate TSM's mission and achievements. Collaborate with internal teams and partners to ensure consistent messaging across all channels.

Event Planning and Community Engagement: Plan, support, and participate in events, often outside of regular working hours, to promote TSM's initiatives and engage with the community.

Marketing and Advertising: Develop and execute strategic marketing and advertising plans to promote organizational goals and activities.

Photography and Videography: Capture and edit high-quality photos and videos of TSM's events and activities using tools like Photoshop, Premiere Pro, and After Effects.

Volunteer Management: Lead volunteer recruitment, training, and management efforts. Track and report on volunteer engagement and participation.

Online Fundraising: Work with the Chief Development Officer to plan, lead, and execute online campaigns supporting annual giving, including during key events such as Give STL Day, United Way campaign, Giving Tuesday, and year-end initiatives.



The Candidate: Qualifications

Graphic Design: Proficiency in Adobe Creative Suite, including Photoshop, InDesign, and Illustrator. Strong understanding of fundamental design principles such as color theory, typography, and composition. Ability to create visually compelling designs for both print and digital media.

Web Development and Design: Proficiency in website creation platforms like Wix and WordPress. Working knowledge of coding languages such as JavaScript, HTML, and CSS. Ability to develop, maintain, and optimize websites to ensure a seamless user experience.

Social Media Management: Proven track record in managing social media platforms. Experience in content creation and curation that resonates with diverse audiences. Ability to maintain the organization's voice and identity across all social media channels.

Communications Skills: Excellent written, verbal, and visual communication skills across digital platforms. Ability to craft narratives that effectively communicate the organization's mission and initiatives. Experience coordinating with internal and external partners to ensure consistent messaging.

Community Outreach: Proven ability to plan, execute, and document community engagement events, aligning outreach efforts with organizational goals to strengthen community ties.

Marketing and Advertising: Experience in developing and executing strategic marketing and advertising plans. A solid understanding of SEO practices is highly desirable.

Photography and Videography: Proficiency in capturing and editing high-quality photos and videos. Experience with editing software such as Premiere Pro and After Effects.

Event Planning and Execution: Skilled in event planning, including the development of project timelines, the selection and coordination of vendors, and training volunteers to ensure seamless execution and a positive experience for events (i.e., Gala, supply drives, volunteer projects, etc.). Strong organizational skills to communicate event details across digital platforms, ensuring timely updates and clear information.

Volunteer Management: Experience in leading volunteer recruitment, training, and management efforts. Ability to track and report on volunteer engagement and participation.

Experience: 3 - 5 years of multi-channel communications experience, particularly in the digital environment, graphic design, and web development.

Education: Bachelor's degree in Graphic Design, Marketing, Communications, or a related field preferred.



Submit your application at:
<https://driwaterstonehc.com/position/director-of-outreach-soulfisher/>

Compensation: \$75,000 - \$90,000 per year, based on experience and qualifications

Location: St. Louis

Equal-Opportunity Employer

The SoulFisher Ministries provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type on the basis of race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and professional development.

DRiWaterstone has been exclusively retained for this engagement. All first-round interviews for this position will take place via video conference with DRiWaterstone.

About DRiWaterstone

DRiWaterstone is a women-founded search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.