



Recruitment Profile | Vice President, Marketing

About Point Source Youth

Founded in 2015, Point Source Youth is a nonprofit organization working nationally to prevent and end homelessness. They help advocate for, implement, and evaluate proven, scalable, and replicable youth homelessness interventions to increase housing options for youth. The organization's liberation-focused model trusts young people as experts in their lives and well-being.

Point Source Youth believes society is morally obligated to amass ample resources to end youth homelessness collectively. To that end, they work alongside communities and partners to uplift the power of young people, especially historically marginalized youth, including BIPOC and Queer youth.

They partner with service providers, funders, policymakers, government officials, and youth advocates nationwide to advance meaningful and affirming solutions to end youth homelessness. Their youth-centered solutions empower young people to make vital decisions that positively impact their lives. Programs and services include:

- **Direct Cash Transfers:** Point Source Youth provides direct cash transfers with youth-determined support to homeless youth so that they can afford necessities such as food, housing, and transportation. Point Source Youth also supports Direct Cash Transfers as Prevention, which provides youth with cash and support to prevent them from experiencing homelessness in the first place.
- **Housing:** The organization supports housing for homeless youth, including rapid re-housing and youth-determined host homes.
- **Advocacy:** Point Source Youth advocates for policies and programs that support homeless youth at the local, state, and federal levels.
- **Youth Leadership:** Point Source Youth works to ensure that young people with lived experience create and lead programs that end youth homelessness locally and nationally.

Organizational Highlights



Founded in 2015



\$8.4 Million Budget



11-Person Board of Directors



30 Staff



Headquarters in New York, NY



For more information, please visit:
www.pointsourceyouth.org





Point Source Youth also supports research and evaluation, partnering with leading researchers nationwide to evaluate the interventions it supports. Rooted in their belief in the power of local change, their team of regional training and technical assistance experts empower communities on the ground, working to end youth homelessness. In further support of their collective and regional approach to ending the national youth homelessness crisis, Point Source Youth convenes a National Symposium and an Innovation Summit, reaching over 1,450 registrants.

The Mission

Point Source Youth envisions a world where all young people can enjoy the right to safety, stability, and joy. They believe that youth should be trusted to direct their own lives and that leadership by and advancement of the young people most impacted by the homelessness crisis is paramount.

The Position

Reporting to the Senior Vice President, Development, the newly created Vice President, Marketing will work to achieve Point Source Youth's ambitious revenue, partnership, conference, and impact goals. With guidance from the SVP, Development, Executive Director, and Board of Directors, the VP will lead all formal external communications, media tracking and metrics, brand strategy, and messaging for the organization. They will collaborate with the Development, Strategic Partnerships, Strategy, and Policy teams to set an external growth strategy for Point Source Youth. Essential responsibilities include:

Strategy

- Develop and manage internal and external marketing strategies to promote public awareness and focus brand identity.
- Create and deploy a communication strategy for narrative change work focusing on authentic and persuasive storytelling.
- Curate donor-targeted, data-informed, revenue-generating messaging that effectively conveys the impact and promise of PSY's interventions.
- Analyze complex program-related data and research and leverage data visualization to distill into compelling reports and packages for diverse audiences.
- Craft and implement public relations strategies to promote PSY's message across traditional and social media.
- Design infrastructure and develop staff and budget plans to build a marketing department that supports the organization's ambitious growth plans.



Marketing and Public Relations

- Develop campaigns and produce press releases to generate earned media coverage across various platforms, including television, print, and social media.
- Create a comprehensive digital strategy including website updates, SEO, email design, and digital placements.
- Increase PSY's social media presence and social media video engagement, including building an active base of passionate fans.
- Refine and ensure organizational fidelity to brand and design guides.

Collaboration

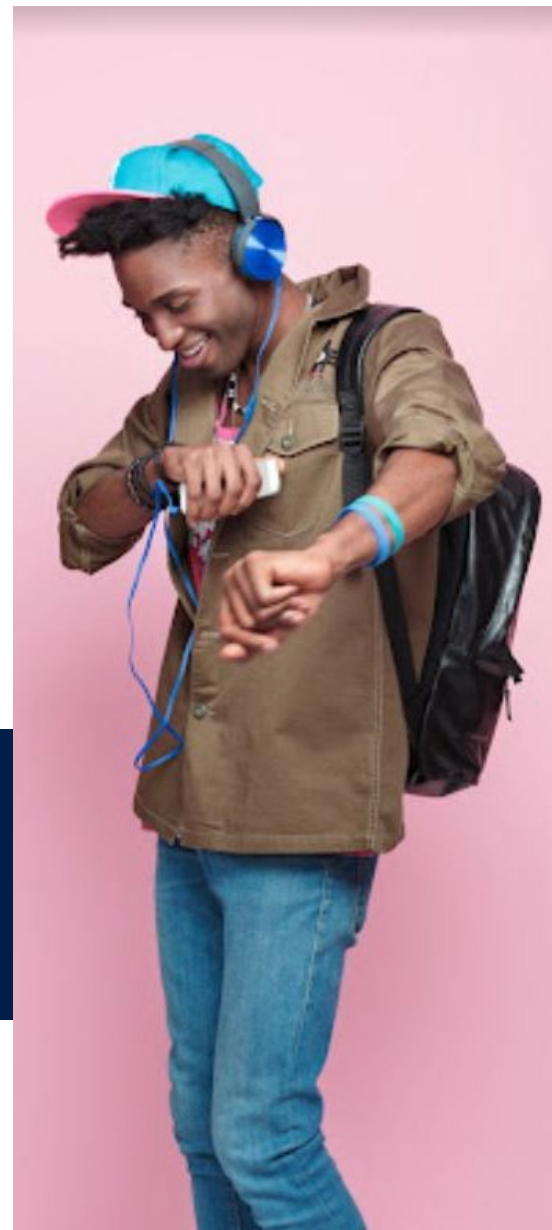
- Partner with Executive and Senior Leadership Teams to develop consistent yet adaptable messaging for targeted outreach to diverse audiences across various platforms.
- Support the Development Team with targeted messaging and refined storytelling to raise brand awareness and engage donors.
- Support the Programs Team with messaging, media pitches, and campaigns to market PSY's interventions to community partners and stakeholders.
- Coordinate with the Strategic Partnerships and Events Teams to enhance marketing materials to achieve registration and revenue goals.
- Work closely with the Government Affairs Team to craft rhetoric to shape policy, advance legislation, and unlock federal funds.
- Cultivate productive relationships with journalists, influencers, and thought leaders across various industries and platforms.

The Opportunity | This is an exceptional opportunity for an innovative marketing professional to create a theory of change to convince a broad national audience that ending youth homelessness is an achievable goal.

Professional Requirements

The new VP, Marketing will be responsible for leading Point Source Youth's strategy for external communications, marketing, and branding with a focus on impact goals and revenue generation. The VP will be an innovative and strategic thinker with outstanding collaboration, problem-solving, and communications skills. They will be equally adept at creating TikTok content as they are pitching to the New York Times. The successful candidate will bring the following:

- At least five years of senior leadership experience in marketing, public relations, or communications positions of increased responsibility. Experience in a mission-driven organization is valued.
- Exceptional written and verbal communication skills, including the ability to weave data and narrative storytelling into persuasive messaging.
- Knowledge of cutting-edge marketing and communications strategies. Prior experience scaling strategies for start-ups and rapid-growth organizations is a plus.
- Demonstrable experience creating and implementing a comprehensive, multi-platform marketing theory of change.
- Public relations expertise, including active networks across various media outlets and social platforms.
- Track record of success in growing social media followers with a focus on increasing engagement and expanding reach.
- Technical content creation skills including experience writing press releases and email marketing campaigns.
- Prior experience developing brand and design guides is ideal.
- Experience in the youth homelessness space, with lived experience prioritized.



The Vice President, Marketing

Reports to: Senior Vice President, Development

Oversees: Director, Digital Storytelling and Communications

Lives: Anywhere in the United States



Personal Characteristics

The new VP, Marketing will be energized by PSY's fast-paced, rapid-growth culture and they will be motivated to build the organization's brand and create its national presence. In addition to their enthusiasm for raising awareness and resources to end the crisis of youth homelessness, the new VP will share PSY's vision of a world in which all young people enjoy the right to safety, stability, and joy. The ideal candidate will have the following:

- Demonstrated ability to apply an intersectional and anti-racist lens to all work that lifts up and centers the voices of BIPOC and LGBTQ+ youth.
- Deep understanding of and commitment to social justice frameworks, including anti-racism, economic justice, and gender and LGBTQ+ equity.
- Outstanding communication, relationship-building, and interpersonal skills.
- Alignment with PSY's youth-centered and liberation-focused values, including a desire to collaborate with the Youth Advisory Council and youth with lived experiences of homelessness.
- Bold yet calculated and thoughtful decision-making ability.
- Capacity to thrive in a rapid growth, fast-paced, start-up culture.
- Ability, on occasion, to work evenings, weekends, and irregular hours.
- Ability to travel and work effectively in a variety of geographic, political, and cultural settings.

The Vice President, Marketing will passionately believe that Point Source Youth's interventions are practical solutions to ending youth homelessness. They will be unwavering in their trust in youth to direct their own lives. The new VP will be driven to and genuinely enjoy amplifying PSY's message to advance its mission.

Compensation

The targeted annual salary for this position is \$150,000 – \$170,000 commensurate with the lived and professional experience and qualifications of the selected candidate. Point Source Youth provides an excellent benefits package including 100% employer-paid health, dental, and vision insurance and a fully funded Healthcare Spending Account equal to the annual deductible. Point Source Youth also provides a 401(k) with a 4% match, and a \$300 monthly allowance for a home office and self-care. In addition to a generous PTO policy and holiday schedule, the Point Source Youth offices are closed for two weeks in July and three weeks in December.

Location

Point Source Youth is a fully remote organization. The VP, Marketing can work from anywhere in the United States.



Contact

Please submit a résumé and original cover letter that describes your interest in the organization's mission and qualifications through the [application portal on our website](#).

Dr. Zaria Davis | Search Consultant

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Applications will be reviewed on a rolling basis. This position will remain open until it is filled. All inquiries will be held in strict confidence.

Individuals who are LGBTQ+, Black, Indigenous, people of color, disabled, system-impacted, immigrants, and anyone who has experienced systemic oppression and/or gender-based violence are encouraged to apply.

McCormack + Kristel works only with equal-opportunity employers. Point Source Youth does not discriminate in any of its employment policies or practices on the basis of race, color, religion, ethnic or national origin, sex, disability, age, marital status, citizenship status, sexual orientation, gender identity or expression, or any other personal characteristic protected by applicable law.

McCormack + Kristel is a national provider of executive search consulting services for nonprofit and philanthropic organizations. Our practice is focused on mission-driven clients, with expertise in placing executive and senior leaders in foundations, and advocacy, social justice, health and human service organizations.

