

## Director of Growth and Marketing

Footbridge for Families, Inc.

Pittsburgh, PA

### MISSION AND ORGANIZATION

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Footbridge provides one-of-a-kind rapid support and service coordination for individuals and families facing financial crises which have no other solution. Footbridge has pioneered a unique model to short-circuit financial, family, health and human service crises that would otherwise play out due to gaps in our country's provision of safety-net programs. Our 501c3 received its first infusion of capital after our founder pitched the idea in a tech/social innovation challenge while working fulltime as a child-welfare administrator. Footbridge's initial \$160,000 investment in 2020 grew to \$1.34 million within 18-months as other funders saw the value of its targeted assistance. The Footbridge model works and is poised for growth in markets across the country.

Footbridge's model was developed after nearly a year of stakeholder input. The organization prioritized three key things during its first three years of growth: a) proof and iteration of concept b) qualitative and quantitative data collection with intentional partnerships piloting an evaluation with a major health plan, and integrating data with one of the country's premiere Departments of Human Services making use of administrative data to test the organization's logic model c) distillation of policies and procedures, migration to a new IT platform and investment in brand collateral, all of which will support national growth.

Our 501c3 serves as an intermediary for organizations such as health and human service agencies, foundations and health care plans that want to address the financial crises of individuals and families in order to divert them from more expensive outcomes. As the funder of last resort, we feel confident in the crises that we are mitigating. The return on investment of our approach is significant, as Footbridge focuses on only those clients for whom our help will make a sustainable difference. 80% of respondents to our 6-month evaluation survey indicate that Footbridge assistance is still making a difference in their lives. In the health care space, our pilot with a major health care provider found that clients had positive responses to feeling more supported, trusting the referral partner, feeling the referral partner can help, and being more likely to attend doctor's appointments throughout evaluation check-points.

Finally, while national growth will necessarily be fueled by contracts with institutional investors such as health insurance plans and government agencies, our unique crowdfunding approach enables individuals to donate and support neighbors at the time when they need it the most in a way that prioritizes privacy, protects against bias and ensures that funds are available as soon as families need them.

*Footbridge for Families is an equal opportunity employer that values diversity in backgrounds and professional experience. Frequently cited statistics show that underrepresented groups apply to jobs only if they meet 100% of the qualifications. Footbridge encourages you to break that statistic and apply. No one ever meets 100% of the qualifications. We look forward to reviewing your application.*

*All essential duties are to be accomplished based on the ADA guidelines.*

## **POSITION OVERVIEW**

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Reporting directly to the CEO, the Director of Growth and Marketing is a new position responsible for identifying new business opportunities across the country, leading PR and marketing endeavors and supporting the organization's fundraising efforts. This is a remote position.

Footbridge for Families, Inc. seeks a self-motivated professional with an entrepreneurial spirit who is inspired by the impact that Footbridge can have in communities. The successful candidate will be a strategic thinker and excellent communicator. The Director of Growth and Marketing is primarily responsible for the following:

- Strategic sourcing of new business opportunities through facilitation of business meetings and speaking opportunities for the CEO across the country.
- Prepare grants proposals for funding sources that align with Footbridge's mission.
- Spearhead comprehensive external communication plan including social media
- Supervision of Footbridge volunteers, student teams and contractors identified to execute projects
- Work with the Footbridge management team on business needs and evaluation efforts, as necessary
- Staff liaison to the Development and Communications Committees
- Perform other duties as needed

## **KNOWLEDGE, SKILLS AND ABILITIES**

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All candidates should possess a combination of the following attributes:

- Excellent communication skills, both verbal and written
- Must be comfortable with public speaking in front of large groups of people
- Advanced and up-to-date knowledge of numerous marketing techniques known to achieve results
- Ability to manage deadlines effectively and work independently
- Experience using Microsoft Outlook, Word, Excel, Publisher, and all social media platforms
- At least 5 years of experience in the same or similar role
- Excellent interpersonal skills and collaborative management style
- Hands-on approach, self-motivation, ability to deal with ambiguity and an appreciation for a start-up environment in which all team members support one another

## COMPENSATION

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- Position is remote, work from home
- Flexible work schedule
- Salary is \$70,000
- 9 recognized diverse holidays, of which 2 are floating, plus additional 13 days of PTO
- Positive virtual team environment
- Exempt status
- QSEHRA to support health care costs

## HOW TO APPLY

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Please send cover letter, resume, a writing sample and three (3) references to [careers@afotbridge.org](mailto:careers@afotbridge.org)

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