



## Director of Communications & Marketing

**Reports to:** President and CEO

**Status:** Full-time

**Application Deadline:** June 8, 2026

Down Syndrome Innovations (DSI) empowers individuals with Down syndrome to live to their fullest potential by providing services and support to individuals and families across the lifespan.

DSI is seeking a highly organized, creative, and mission-driven communications professional to lead our marketing and communications efforts. This is a hands-on role for someone who excels in both strategy and execution. Responsibilities include drafting and executing newsletters, updating the website, creating social media content, coordinating event materials, and capturing stories that highlight the impact of our mission.

We are looking for someone who is collaborative, adaptable, fast-moving, and excited to help grow awareness and support for individuals with Down syndrome and their families.

This role is ideal for someone who enjoys doing the work, not just directing it. We value creativity, responsiveness, collaboration, humility, and follow-through. The right candidate will be comfortable jumping into many different types of projects and helping move the mission forward in practical, meaningful ways.

### Responsibilities

- Manage DSI social media platforms and content calendar
- Create and schedule engaging digital content
- Draft monthly newsletters and communications
- Develop promotional materials for events and fundraising campaigns
- Coordinate digital donor campaigns and online fundraising communications
- Assist in the development and execution of year-end appeal materials and donor stewardship communications
- Lead the coordination and production of DSI's annual impact report in collaboration with the leadership and development teams
- Coordinate media relations and community outreach opportunities
- Maintain and update the DSI website through Wix
- Support organizational storytelling through photography, video, testimonials, and family stories
- Collaborate closely with leadership, development, and service teams
- Ensure brand consistency across all communications
- Assist with event marketing, sponsorship materials, signage, and promotional campaigns
- Monitor analytics and engagement across communication platforms



## Qualifications

- Minimum of 5 years of experience in marketing, communications, public relations, or a related field preferred
- Strong writing, editing, and communication skills
- Experience managing social media and digital communications
- Comfortable using Canva, Adobe Creative Suite, or similar design tools
- Experience updating websites, preferably Wix
- Highly organized with strong attention to detail
- Ability to manage multiple projects in a fast-paced environment
- Comfortable working independently and taking initiative
- Passion for nonprofit work and mission-driven storytelling

## Position Details

- Full-time, salaried position. Salary is negotiable based on credentials, specialized training, and experience.
- Structured hybrid position
- Benefits package that includes health, vision, dental, and long-term disability insurance, retirement, and PTO.
- Some evening and weekend event work required
- Reports directly to Jennifer Dreiling, CEO

**To apply, please submit the following materials to [jennifer@kcdsi.org](mailto:jennifer@kcdsi.org) to be considered for this position:**

- Cover letter, including why this role interests you
- Resume
- Samples of writing, social media, or design work