



SENIOR DIRECTOR OF MARKETING

Key Position Details:

Department	Creative
Location	artHOME, 200 Mercer Street, Seattle, WA
FLSA Status	Exempt
Position Employment Status	Full-time, permanent
Position Location	Primarily onsite
Salary Grade/Range	\$110,000 - \$138,000
Reports to	CEO
Prepared/Revised Date	August 2026

Organization Overview:

Do you believe that art can transform lives? So do we! Join a passionate team with a powerful mission to utilize art and community for individual and societal change.

Path with Art fosters the restoration of individuals, groups, and society from the effects of trauma through arts engagement and community-building.

Path with Art is driven by its Vision: A world where arts engagement is recognized as transformative—connecting the individual with self, the self with community, and communities with society. In this world, the power of arts engagement is available for all.

Since 2008, Path with Art has been at the forefront of a growing international movement that utilizes the power of art as a means to bring dignity, awareness, and healing to the complexities of the issues surrounding homelessness, and recovery from trauma. As a long-time leader in this field, the Path with Art model is currently being sought out and recognized by communities both nationally and internationally.

Position Summary

Path with Art is seeking a strategic, execution-oriented Senior Director of Marketing to build and lead the organization's marketing function during a period of national expansion. This role is distinct from a traditional nonprofit communications position: it requires fluency in B2B marketing and partnership positioning, the discipline to run integrated marketing plans against institutional and national audiences, and the sensitivity to support donor relations and stewardship communications with care and precision. The ideal candidate has built marketing infrastructure from the ground up, thinks in campaigns and calendars rather than one-off assets, and can speak credibly to funders, state agency partners, corporate stakeholders, and press alike.

This person owns the marketing strategy and external positioning of PwA, supervises the marketing/content function, owns the organization's communications standards and strategy, and is accountable for translating strategy into coordinated execution. As a senior leader within a small, highly collaborative marketing team, this is a hands-on role that requires the ability to move seamlessly between strategic leadership and direct execution. This person will both set direction and develop key strategies for messaging, campaigns, and communications while supporting the work of internal staff..

Responsibilities include, but are not limited to the following with specific percentage allocations shifting based on needs and direction in partnership with the CEO.

Primary Responsibilities

Brand, Content + Channel Direction (25%)

- Oversee PwA's brand to ensure visual expression and creative execution align with marketing strategy, brand positioning, and organizational priorities.
- Oversee content production across LinkedIn and other channels, including research-driven storytelling tied to PwA's academic partnerships.
- Direct and support website content strategy, including initiative-specific microsites like the artREMEDY training, arts prescribing and artWORKS.
- Serve as a key point of coordination for press relationships and embargoed announcements, working alongside the CEO and Chief Advancement Officer.
- Lead, supervise, mentor, and develop the marketing, creative, and content team, providing strategic direction, prioritization, and oversight of execution.

- Provide strategic oversight of organizational communications across web, social media, email, print, public relations, and other external channels, ensuring consistency with PwA's brand, strategic priorities, and organizational voice.
- Establish and maintain editorial, messaging, and visual brand standards, with final strategic review and approval of significant organizational messaging and externally facing communications.
- Oversee marketing and communications workflows, priorities, and timelines to ensure coordinated and effective execution across internal staff, contractors, and external partners.

Marketing Strategy + Planning (20%)

- Develop and own an annual, integrated marketing plan aligned to PwA's strategic framework, with quarterly goals, calendars, and measurable outcomes.
- Translate organizational priorities — fundraising campaigns, program launches, the Art for All Ball, national initiative milestones — into coordinated marketing pushes across channels.
- Define and maintain audience priorities and segmentation across key stakeholder groups, ensuring marketing strategies and messaging are tailored to distinct audiences and stages of engagement.
- Establish, measure, and analyze KPIs for brand awareness, audience growth, and campaign performance, and report progress to executive leadership and the board.
- Manage the marketing budget and lead and manage relationships with external marketing, communications, and public relations partners, ensuring agency work is aligned with organizational priorities, messaging, and measurable outcomes.
- Translate organizational and marketing strategy into clear priorities and direction for the marketing team ensuring alignment across campaigns, content, and communications.

Strategic Marketing For An Emerging Market (20%)

- Lead category-creation marketing for arts prescribing — a field with no established playbook — building the narrative, terminology, and proof points that help new audiences (health systems, payers, policymakers) understand what it is before they can be asked to fund or adopt it.
- Develop a market education strategy distinct from a launch campaign: sequence outreach so that awareness, credibility, and demand are built in the right order across a multi-year, multi-market rollout.
- Monitor the competitive and adjacent landscape (peer arts-and-health organizations, social prescribing models, other state initiatives) to inform positioning, partnership opportunities, and marketing priorities.

- Design messaging that works simultaneously for early-adopter champions and risk-averse institutional gatekeepers, recognizing that an unproven category requires more evidence-forward, lower-hype marketing than a mature one.
- Partner with program and research leadership to convert emerging clinical and evaluation data into market-ready proof points as they become available, rather than waiting for a finished evidence base.

Donor Relations + Advancement Support (20%)

- Partner closely with the Chief Advancement Officer and advancement team to strategize and deliver donor-facing communications: appeals, stewardship materials, briefing documents, and event collateral.
- Support strategies and content development for major donor cultivation including solicitations, briefings, funder dinners, and events, ensuring messaging is accurate, on-brand, and appropriately calibrated for high-net-worth and institutional audiences.
- Ensure consistent, donor-appropriate storytelling across donor communications
- Maintain a communications calendar that coordinates marketing output with the advancement team's cultivation and solicitation timelines.

QUALIFICATIONS

A strong candidate will:

- Passion for Path with Art's mission
- Strong interpersonal skills
- Ability to handle sensitive issues with integrity and confidentiality
- Proactive, results-oriented, problem solver, strong team player
- 7+ years of leadership in marketing, including experience leading marketing strategy, teams, and/or major cross-functional initiatives.
- Experience with B2B, institutional, partnership, or national/multi-market marketing; nonprofit, healthcare, or mission-driven sector experience is a plus but not required.
- Demonstrated experience developing and building marketing strategy, systems, and infrastructure—not simply executing existing plans.
- Experience supervising, mentoring, or developing marketing and/or communications staff, with the ability to provide clear strategic direction while supporting strong execution.
- Strong project management skills, with a track record of managing multiple concurrent initiatives, campaigns, and priorities against firm deadlines.
- Excellent writing and editing skills, with the judgment to adapt tone across donor, institutional, and public audiences.



- Experience supporting fundraising, donor relations, or advancement communications, with the ability to develop compelling messaging for donors and institutional funders.
- Demonstrated ability to work cross-functionally with program, advancement, and executive leadership in a growing organization.
- Familiarity with—or genuine curiosity about—arts and health, trauma-informed practice, or the social determinants of health field.
- Experience marketing within a new or emerging category—such as a startup, novel care model, or first-of-its-kind program—where the goal was to build understanding, credibility, and demand rather than compete for share in an established market.

BENEFITS

- 100% employer-paid healthcare coverage including vision and dental for employees
- 401K with 3% annual employer contribution
- 13 Paid public holidays
- Employee Wellness Days
- Vacation starting at 15 days/year, scaling through service time at the organization
- 12 days of sick leave annually with year to year accrual

Who We Serve

We serve no- to low- income adults in active recovery from domestic abuse, homelessness, substance abuse disorder, mental health challenges, and other trauma who are working to rebuild their lives. Our Participant Artists are referred to us by more than 65 social service partners. These include housing providers such as Plymouth Housing, Low Income Housing Institute, Downtown Emergency Services Center, as well as social service and mental health agencies such as Sound Health, Recovery Café, King County Drug Diversion Court and veteran organizations.

Work Environment

The Path with Art office generally operates 9am to 5pm Monday through Friday. However, this position will periodically require availability outside these hours and during the weekend. While we value flexibility and recognize the contributions of employees during remote or hybrid arrangements, our current priorities emphasize onsite collaboration and team engagement. This role will be expected to primarily serve onsite at Path with Art with offsite work granted by the supervisor, currently the majority of full time employees are onsite at least three days a week.



Path with Art is an equal opportunity employer, and does not discriminate on the basis of race, color, national origin/ethnicity, gender identity, religion, sexual orientation, age or ability, or any other factor made unlawful under applicable fair employment laws.

Path with Art acknowledges that our society has been built on systems that have historically excluded opportunities for Black, Indigenous, and other People of Color (BIPOC), while maximizing privileges and opportunities for white-bodied folks. Many arts organizations, including our organization, are deeply influenced by and actively benefit from these systems, which include racism, classism, ableism, cisheteropatriarchy, colonialism, and more. Transforming these systems is integral to our core purpose of fostering the restoration and resiliency of individuals, groups, and society from the effects of trauma through arts engagement and community building. In order to bring about our organizational vision of a world where arts access is available to all, we must acknowledge the ways in which we, too, are complicit in upholding systemic inequities, even as we seek to dismantle them. By leading our equity work with race and accessibility, we seek to disrupt all forms of systemic, historical, and structural oppression. We recognize that the road to creating meaningful and lasting change is long, and we commit to walking this path with creativity, connection, hope and possibility.

To apply, please email your resume and cover letter to jobs@pathwithart.org with the role in the subject line. Your cover letter should describe your experience building marketing strategy for B2B, institutional, or national audiences, your interest in Path with Art's mission, and where you saw the position posted.