

## JOB INFORMATION

Job Family	Health Services
Sub-Family	Health Promotion/Education
Job Title:	Director - Marketing
Job Code:	78410
Alternate Title	
Version Date:	9/23/2021 5:43:19 PM
Salary Grade:	
Category	Healthcare
Department:	
FLSA Classification:	Exempt
EEO Code:	Executive/Senior Level Officials and Managers
Job Level:	Executive

## JOB SUMMARY

The Director of Marketing's primary function is to drive audience acquisition and engagement and manage the Foundation brand. The Director of Marketing provides leadership, vision, and guidance for Foundation's marketing efforts and budget. This role manages and mentors the marketing team, fostering collaboration and professional growth while executing at an Olympic level. This leader works directly with the all departments to design, create, manage, and execute thoughtful marketing campaigns to serve our mission and achieve Foundation goals.

### Essential Functions

Essential Function	% TIME
Provide leadership, vision, and guidance for Foundation's marketing efforts and budget. Accountable for audience growth. Conceive, plan, and oversee the implementation of the Foundation's marketing strategy in collaboration with marketing managers with a focus on audience growth, engagement, and retention to meet foundation goals.	25%
Own the Foundation's website by managing its development and ongoing maintenance, leveraging external vendors when appropriate. Create and lead the Foundation website strategy to meet Foundation goals. Provide expertise in UI/UX to ensure Foundation website is accessible and exceptionally usable for constituents.	25%
Determines overall reach goals and guide strategy to achieve them. Provide strategic guidance and vision for using data to personalize and improve constituent experience. Direct SEO and analytics strategy to reach Foundation goals.	15%
Lead, manage and hold accountable marketing staff and contractors.	10%
Accountable for the timely and accurate execution of all marketing activities. Ensure marketing processes are effective, efficient, and documented.	10%
Provide strategic leadership for Foundation brand and ensure all external communications adhere to brand voice, guidelines, look, and feel.	10%
Manage Foundation image and lead PR strategy.	5%

### Additional Responsibilities

Additional Responsibilities
Support and build the Foundation's reputation as a leading resource for living well tools.
Support Foundation's Diversity & Inclusion initiative through thoughtful outreach, practices of cultural humility and the inclusion of diverse leaders.
Communicate the importance and usability of the Foundation's programs.
Assist in other activities on the behalf of the Foundation.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education		
Bachelor's Degree	Marketing, Communications, or related field	Preferred
Work Experience		
8 years or more	Related experienced in marketing, communications, data, and analytics	Required
3 years or more	Managing one or more team members	Required
1 year or more	Experience with the non-profit sector in a staff, advisor, consultant, or board member capacity	Preferred
Skills		
Strong verbal and written communications skills		High
Demonstrated knowledge of marketing best practices across all platforms (digital, print, branding, PR, etc.)		High
Strong ability to use data and marketing trends to inform marketing strategy		High
Deep knowledge and experience in creating and maintaining highly active websites and leading effective UX/UI strategies		High
Deep knowledge and experience with content marketing and SEO/SEM		High
Exceptional critical thinking skills and attention to detail		High
Experience with managing staff		High
Experience with creating and managing a marketing budget		High
Experience with Blackbaud, Raiser's Edge, and Luminate online		Medium
Experience with Wordpress		Medium
Proficient in Office 365 applications		Medium
Previous non-profit experience preferred		Medium

#### Licenses and Certifications

Preferred

## PHYSICAL DEMANDS/WORKING CONDITIONS

#### Physical Demands

Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Reading					X	
Carrying	X					35
Climbing Stairs	X					
Crouching	X					
Grasping	X					
Grip	X					
Handling	X					
Kneeling	X					
Pinch	X					
Pulling	X					
Pushing	X					
Lifting	X					
Reaching	X					
Vision					X	
Repetitive Motions					X	
Sitting				X		
Standing	X					
Walking	X					
Stooping	X					

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Working Environment					
Working Condition	NA	Rarely	Occasionally	Frequently	Constantly
Extreme cold	X				
Extreme heat	X				
Humidity	X				
Wet	X				
Noise	X				
Hazards	X				
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				

  

TRAVEL REQUIREMENTS	
Travel Type	Percentage
Domestic	5%
Valid Driver's License Required	
Yes/No	Reason for Drivers License
No	

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Functional Competencies		
Competency	Level	Competency Description
Business Impact	5. Senior	Sets goals for the division and contributes to corporate strategic decisions.
Company Knowledge	6. Expert	Understands the overall strategic goals of the company and vast knowledge of the industry.
Job Impact	6. Expert	Entire organization.
Managing Change	6. Expert	Demonstrates support for innovation and organizational changes needed to improve effectiveness and efficiency.
Problem Solving	5. Senior	Arrives at decision using analytical thought.
Analytical Thinking	5. Senior	Tackles critical large-scale issues using rational thinking and reasoning.
Functional Knowledge	5. Senior	Wide range of understanding of multiple disciplines.
Leadership Skills	5. Senior	Manages a division.
Strategic Responsibility	5. Senior	Sets or influences strategy for his/her division.
Communication Skills	5. Senior	Communicates at a high level and is able to negotiate on a broad spectrum of matters.
Collaboration	5. Senior	Reinforces partnerships internally and externally that could lead to growth opportunities for the organization.

SCOPE
Freedom To Act
Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.
Problem Complexity and Problem Solving Timeframes
Works on significant and unique issues where analysis of situations or data requires and evaluation of intangibles. Aware and responds to changing and interconnected variables. Exercises independent judgment in methods, techniques and evaluation

## Problem Complexity and Problem Solving Timeframes

criteria for obtaining results. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but typically twelve months or more to resolve.

### People Management

<i># Direct Resources Managed</i>	<i># Indirect Resources Managed</i>
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1-5	None
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### Impact

Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly effect the image of the organization.

### Contact with Others

Frequently inter-organizational and outside customer / vendor contacts. Part of a team who represents the organization. Monitors activities and communicates information across the organization

### Financial Responsibility

Total Financial Responsibility	\$100 - \$400 Thousand USD
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### Budget Responsibility

\$100,000 - \$250,000	
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