

JOB INFORMATION

Job Family	Non-Profit
Sub-Family	Welfare/Community Services
Job Title:	Marketing Manager - Data and Analytics
Job Code:	
Alternate Title	
Version Date:	6/30/2021 12:14:14 PM
Salary Grade:	
Category	Non-Profit
Department:	Marketing
FLSA Classification:	Exempt
EEO Code:	Professionals
Job Level:	Individual Contributor

JOB SUMMARY

The Marketing Manager - Data and Analytics role helps us achieve our goals by ensuring that systems, data, and processes work smoothly. It is also highly collaborative and requires an understanding of how different departments function and work together to achieve their goals.

Essential Functions

Essential Function	% TIME
Act as a primary liaison between the marketing team and data base manager to support the implementation/creation of new or updated processes, support data maintenance, and create or update user-facing tools like surveys, forms, landing pages, auto-responders, and more. Take a lead role in data analysis to understand audience engagement and retention and provide insights for continual improvement.	25%
Take a lead role on data and list structure and processes for delivering tailored messaging to constituents. Provide strategic guidance and maintain best practices for automated email series.	15%
Take a lead role in creating and managing the Foundation's digital ad strategy across platforms including Google Adwords, YouTube, Facebook, and more.	15%
Ensure SEO and web best practices are maintained and FBA including maintaining the website style guide.	15%
Implement marketing plans related to focus area, including creating and managing marketing calendar, and managing collaboration across departments. Provide support for Foundation staff for issues with Luminate Online, Team Raiser, and website. Research and implement best practices and innovation for Luminate Online and Team Raiser to help reach Foundation goals. Support the documentation of marketing processes.	15%
Support the planning of the Foundation's annual marketing strategy in collaboration with the Director of Marketing.	10%
Support Foundation's Diversity & Inclusion initiative through thoughtful outreach, practices of cultural humility, and the inclusion of diverse leaders.	5%

Additional Responsibilities

Additional Responsibilities

Maintain data integrity and help the Foundation uphold positive data equity practices
 Support and build the Foundation's reputation as a leading resource for living well with Parkinson's
 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						
	Google Analytics Certification				Preferred	
	Luminate Online Certification				Preferred	
Work Experience						
5 years or more	relevant work experience in marketing and communications				Required	
Skills						
Strong verbal and written communications skills					High	
Exceptional critical thinking skills and attention to detail					High	
Experience leading data analysis projects from conception through to completion					High	
Demonstrated knowledge of data management, particularly as it relates to email communication and segmentation					High	
Demonstrated knowledge of data analysis					High	
Demonstrated knowledge of marketing processes and the ability to take a project from idea to actionable plan					High	
Experience with Blackbaud, Raiser's Edge, and Luminate Online					High	
Experience with SEO and working knowledge of website accessibility					Medium	
Some managing or mentoring experience					Low	
Proficient in Excel, Word, Powerpoint, and Office 365 applications					Low	
PHYSICAL DEMANDS/WORKING CONDITIONS						
Physical Demands						
Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Reading					X	
Carrying	X					
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					

Working Environment					
Working Condition	NA	Rarely	Occasionally	Frequently	Constantly
Temperature Change	X				
Atmospheric Conditions	X				
Vibration	X				
Other	X				

Valid Driver's License Required	
Yes/No	Reason for Drivers License
No	To attend local and remote events, transportation while traveling

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
Communication Skills	3. Mid	Communicates using persuasion and authority.
Analytical Thinking	4. Experienced	Solves complex problems using a sequential system.
Collaboration	3. Mid	Maintains mutually beneficial partnerships with other functions.
Problem Solving	4. Experienced	Assesses circumstances using experience and a variety of information gathered.
Functional Knowledge	3. Mid	Thorough understanding of his/her discipline and a rudimentary understanding of other disciplines.
Strategic Responsibility	3. Mid	Sets or influences strategy for his/her department.
Leadership Skills	1. Entry	Does not manage employees, but may mentor and/or train subordinates.

SCOPE	
Freedom To Act	
Works is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.	
Problem Complexity and Problem Solving Timeframes	
Provides resolution to a diverse range of recognizable complex problems. Analysis is required to identify root cause. Uses judgment within defined boundaries to develop alternate solutions, both long and short term. Problem/Task resolution timeframe: Inclusive of shorter timeframes, but typically the majority of tasks take three to six months to resolve.	
People Management	
# Direct Resources Managed	# Indirect Resources Managed