

### JOB INFORMATION

Job Family	Marketing
Sub-Family	General Marketing
Job Title:	Director - Marketing
Job Code:	78410
Alternate Title	Director - Marketing & Communications
Version Date:	7/21/2022 7:12:16 PM
Salary Grade:	
Category	Non-Profit
Department:	
FLSA Classification:	Exempt
EEO Code:	Executive/Senior Level Officials and Managers
Job Level:	Executive

### JOB SUMMARY

The Director of Marketing develops, directs, and executes the Foundation's strategic marketing and communication plans and budget for the full portfolio of the Foundation's programs and services across all marketing channels. As a member of the senior management team, they are responsible for leading, managing, and holding the marketing team accountable for delivering results.

#### Essential Functions

Essential Function	% TIME
Provide leadership, vision, guidance, and execution of the Foundation's marketing and communication strategy	30%
Lead, manage, mentor, and hold accountable marketing staff and contractors.	25%
Own the Foundation's website strategy, development, and ongoing maintenance. Direct SEO and analytics strategy to reach Foundation goals. Provide expertise in UI/UX to ensure the Foundation website is accessible and exceptionally usable for constituents.	15%
Determine overall reach and impact goals and guide strategy to achieve them. Segment, personalize, and use data to improve constituents' experience.	15%
Provide oversight and program management support for the timely and accurate execution of all marketing activities. Ensure marketing processes are effective, efficient, and documented.	10%
Manage Foundation image, brand, and lead PR and brand strategies; ensure all communications adhere to brand voice, guidelines, and feel.	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 initiatives through thoughtful outreach, practices of cultural humility and the inclusion of diverse leaders.
Communicate the importance and usability of the Foundation's programs and services.
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	Required	And
Master's Degree	Marketing, Communications, Business, or related field	Preferred	

Work Experience			
10 years or more	Related experienced in marketing, communications, data, research, and analytics	Required	And
4 years or more	Managing three or more direct reports	Required	And
2 years or more	Active member of a senior leadership team	Required	And
1 year or more	Experience with the non-profit sector in a staff, advisor, consultant, or board member capacity	Preferred	And

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
Experience using project management tools/software	Medium
Previous non-profit experience preferred	Low

Licenses and Certifications			
		Preferred	

## PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands						
<i>Physical Demand</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>	<i>Weight</i>
Strength - Lift, carry, push, pull, or otherwise move objects	X					
Reading					X	25
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					
<i>Working Condition</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>
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

<i>Travel Type</i>	<i>Percentage</i>
Domestic	5%

## Valid Driver's License Required

<i>Yes/No</i>	<i>Reason for Drivers License</i>
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

<i>Competency</i>	<i>Level</i>	<i>Competency Description</i>
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.
Business Impact	6. Expert	Sets strategy for the organization.
Influence	6. Expert	Achieves success using his/her ability to develop, maintain, and strengthen partnerships with others internally or externally.

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

### People Management

# Direct Resources Managed	# Indirect Resources Managed
1-5	None

### 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

## COMPENSATION

Salary Max	\$105,000
Salary Midpoint	\$95,000
Salary Min	\$85,000