

JOB INFORMATION

Job Family	Non-Profit
Sub-Family	Welfare/Community Services
Job Title:	Marketing Manager
Job Code:	
Alternate Title	
Version Date:	2/22/2023 3:28:30 PM
Salary Grade:	
Category	Non-Profit
Department:	Marketing
FLSA Classification:	Exempt
EEO Code:	Professionals
Job Level:	Individual Contributor

JOB SUMMARY

The Marketing Manager will be responsible for playing a proactive role in growing our Davis Phinney Foundation Parkinson's community and brand. The ideal candidate will be a strategic internal partner who is thoughtful, detail oriented, and innovative. They will assist in creating and implementing a cohesive marketing and communications strategy to expand awareness within this community.

Essential Functions

Essential Function	% TIME
Plan the Foundation's annual marketing strategy in collaboration with the Director of Marketing, including creating and managing the marketing calendar and supporting the documentation of marketing processes	20%
Act as a primary liaison between the marketing team and the database 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.	20%
Take a lead role in data analysis to understand audience engagement and retention.	
Email Communication Strategy and Execution: Stay up to date on Luminate Online email, data, and list management tools and continuously develop and implement best practices for using these tools to create successful campaigns.	20%
Creative -Oversee the creative area of the department (including outside contractors) to develop creative briefs and guide direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets. - Increase brand awareness of the Davis Phinney Foundation to be world class, while ensuring everything has a polished look and consistent feel.	20%
Take a lead role on email marketing and segmentation strategy to deliver personalized communications to constituents and donors to increase engagement and retention.	10%
Public Relations: Create, oversee, and implement a public relations strategy.	10%

Additional Responsibilities

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- Ability to travel three to four times per year to attend community events
- 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

	Luminate Online Certification	Preferred	
	Google Analytics Certification	Preferred	
Bachelor's Degree	in marketing, communications, or related field	Preferred	
Associate's Degree	in marketing, communications, or related field	Preferred	

Work Experience

5 years or more	relevant work experience in marketing and communications	Required	
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Skills

Strong verbal and written communications skills	High
Demonstrated knowledge of social media strategy and best practices	High
Experience leading multi-media projects from conception through to production	High
Proficient with creating and maintaining web pages (Wordpress)	High
Demonstrated knowledge of marketing processes and ability to take a project from idea to actionable plan	High
Demonstrated knowledge of email marketing and segmentation strategy	High
Previous non-profit experience	Medium
Experience with Blackbaud, Raiser's Edge, and Luminate Online	Medium
Proficient in Office 365 applications	Low
Basic HTML skills preferred	Low
Basic Adobe Suite skills preferred	Low

Licenses and Certifications

		Preferred	
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PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	NA	Rarely	Occasionally	Frequently	Constantly	Weight
Strength - Lift, carry, push, pull, or otherwise move objects	X					
Reading					X	0
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

<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				

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>
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

<i># Direct Resources Managed</i>	<i># Indirect Resources Managed</i>

COMPENSATION

<i>Salary Max</i>	\$0
<i>Salary Midpoint</i>	\$0
<i>Salary Min</i>	\$0