



Director of Marketing

General Overview:

The Director of Marketing is the primary strategist overseeing the planning, development and execution of integrated marketing and communications plans across the organization. The director applies data analysis and sound marketing strategies to ensure brand consistency, support development initiatives, volunteer recruitment, and program impact reporting. In addition, the Director of Marketing will have primary responsibility to design and implement strategies that expand the recruitment and retention of individual donors, including Sole Society members.

Responsibilities:

Leadership

- Provides coaching, training, and evaluation of all direct reports.
- Meets regularly with the Leadership Team, providing timely, accurate reporting of progress against goals to the Chief Operating Officer and Leadership team.
- Establishes budget for the marketing department and accountable for meeting planned revenue and expenses.

Key Responsibilities

- Leads the Marketing and Communications Department to drive a comprehensive marketing and communications strategy that supports the strategic goals of the organization.
- Designs and implements the organization's strategic communications plan, incorporating clearly defined goals and defining the audience and tactics across programs and campaigns.
- Works directly with the development department to design and execute campaigns that attract new supporters and significantly impact fundraising results.
- Identifies key audience types/ targets and develops effective evaluations/ metrics for individual programs and campaigns including Sole Society.
- Ensures that the organizational website is compelling and current. Uses data to make appropriate updates highlighting key initiatives and mission impact.
- Employs the latest digital communications strategies to increase outreach, brand recognition, and develop an integrated social media and digital strategy.
- Works and engages with key internal stakeholders to promote integrated, strategic marketing plans and communications programming.
- Oversees external public and media relations strategies that optimize the positioning of the organization's implementation of plans to support owned, earned, and paid media.
- Ensures organization leadership and staff have the tools to seamlessly represent the Samaritan's Feet brand, proactively seeking to improve external communication and brand representation of all kinds, including but not limited to developing talking points, meeting materials, presentations, and interview preparation, etc.
- Directs the selection of services provided by outside vendors as they relate to communications, media generation, graphic design, branding, and printing.
- Performs all other duties assigned by the leadership team.

Required Skills:

- Ability to manage multiple priorities simultaneously.
- Excellent written, verbal, interpersonal, and presentation skills.
- Ability to work independently and make decisions.
- Collaborative work style.
- Ability to speak publicly to small and large groups.
- Initiative-taking with ability to motivate/influence others.
- Diligence.

Qualifications:

- Minimum of seven years of related experience in strategic marketing/ public relations required; experience in non-profit sector is preferred.
- Expert knowledge and understanding of all aspects of communications and marketing, including skill to create, develop and implement effective long- and short-term plans.
- Proven ability to think strategically and rapidly analyze diverse information from varied sources and the ability to learn, adapt and be innovative as new communications challenges arise.
- Proven ability to manage multiple projects effectively, including developing timelines, setting priorities, and coordinating the work of multiple staff members.
- Experience using online platforms for marketing communication purposes and familiarity with web content management systems and social media.
- Proven experience as a strategic partner, leading projects and building systems within an organization.
- Demonstrated ability to build and lead a staff, as well as strong, collaborative relationships at all levels, drawing on a high degree of emotional intelligence and the ability to foster mutual trust and respect.
- Ability to set and meet deadlines and work flexibly within a fast-moving environment.
- Strong project management skills: ability to be proactive, hands on, extremely organized, efficient and manage multiple projects with great accuracy.
- Budget management skills and experience.