

CAREER OPPORTUNITY

Director of Marketing



The Director of Marketing plays a critical role in the overall success of the agency and reports to the Chief Executive Officer.

JOB SUMMARY

Responsible for the planning, development and implementation of all of The Gathering Place's marketing, communications and public relations strategies and activities, both external and internal. Oversee development and implementation of support materials and services related to TGP's programs and development efforts.

KEY RESPONSIBILITIES

- Use research to develop, implement and measure strategies
- Develop content for agency's social media channels
- Manage digital marketing strategies and implementation including social media, SEO, email, text messaging and pay-per-click
- Manage the agency's website to ensure ease of use, accuracy and relevance
- Oversee design, development and creation of all marketing collateral including rack cards, impact reports, annual fund, quarterly program guide, business cards, event flyers and more
- Maintain relationships with media outlets – create copy and press releases, develops and executes media buys, tracks & analyzes all earned media
- Develop thought leadership pieces through a blog and newsletters for the professional healthcare community
- Provide a monthly report to the Board Marketing Committee and TGP Management team which highlights upcoming marketing activities and results from prior actions
- In partnership with Chief Program Officer develop and market agency programming across all channels
- In partnership with Chief Development Officer develop messaging and tools to advance development activities to achieve fundraising goals – this includes, but not limited to Race for the Place, Annual Fund, Warehouse, etc.
- In partnership with the VP Partner Engagement develop materials and tools to assist with outreach and relationship building with hospitals and other community organizations

CORE COMPETENCIES

- Strategic thinker
- Effective communication skills
- Manage multiple projects, timelines and relationships
- Writing and content creation
- PR/media relations
- Digital and traditional advertising

STRATEGY DEVELOPMENT

- Plan and lead strategic marketing campaigns, agency communications calendar, digital strategy and advertising/media schedule

STRONG WRITER & STRATEGIC THINKER

- Create succinct, well-crafted, engaging content across all channels
- Proactively think through potential opportunities and collaborate to develop innovative and unique content/programming messages
- Create eye-catching and unique images which represent the essence of the agency incorporating participant images and stories

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- Appreciates the benefit of humor in the workplace
- Good working knowledge of community resources pertinent to children and families preferred

CONSUMER INSIGHTS & TRENDS

- Champion new ways of gaining consumer insight to result in increased participation and donor support
- Utilize external feedback from participants, healthcare partners, and community to develop communications strategies and messaging

COLLABORATION / TEAM MANAGEMENT

- Collaborate across the agency to identify marketing/ communications needs
- Engage internal and external teams to provide guidance to marketing/communications solutions

BUDGET MANAGEMENT

- Develop and monitor annual Marketing/Communications budget
- Establish metrics which track effectiveness of Marketing/Communications spend

TECHNOLOGY

- Strong working knowledge of Microsoft 365 and Adobe Suite (InDesign, Photoshop, etc.)

PHYSICAL

- This is sedentary work requiring the exertion of up to ten (10) pounds of force occasionally and some light work and lifting requiring the exertion of up to 20 pounds occasionally; work requires sitting, stooping, bending, kneeling, reaching, standing, fingering, grasping and repetitive motions; vocal communication; hearing, and visual acuity. Employee is not subject to adverse environmental conditions.

Equal Opportunity Employer
Please send resumes to seyranian@touchedbycancer.org