Don Wood Foundation
Marketing Manager Job Description

Position Title: Marketing Manager
Reports to: Director of Strategic Initiatives
Supervises: Project Associate
Job Status: Full Time, Exempt

JOB SUMMARY

The Marketing Manager is responsible for collaborating with the Director of Strategic Initiatives (DOSI) in developing, coordinating, and executing marketing strategies and campaigns that further the work and build awareness of the Don Wood Foundation (DWF) in conjunction with outside partners and other key areas within the foundation. This position provides feedback to the Project Associate consistent with Don Wood Foundation values, strategy, priorities, and brand. The Marketing Manager ensures adherence to Don Wood Foundation brand standards throughout these activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and monitor the execution of marketing campaign strategies, including overseeing marketing campaign plans, creative asset creation, managing media buys and placement, and providing metric tracking.
- Co-lead campaign strategy meetings and provide strategic marketing direction in collaboration meetings.
- Provide day-to-day guidance and feedback to the Project Associate in developing tactics for campaigns and projects. Help ensure marketing staff's professional and career development through effective training, mentoring, and feedback in performance evaluations.
- Work with marketing staff to develop project schedules, workflows, and manage marketing staff to meet project targets.
- Help establish marketing campaign priorities and prepare and monitor the use of campaign resources.
- Think creatively and provide direction on marketing programs and projects.
• In collaboration with the DOSI, recommend marketing strategies, key messages, and target audiences for advancing the Don Wood Foundation brand, policy objectives, and research.
• Facilitate and coordinate relationships with media buying, advertising, and technology firms on marketing projects.
• Work closely with other foundation staff to fully integrate marketing and communications-related activities.
• Contribute strategic and tactical ideas that improve workflow and allocate resources effectively across the department.
• Shape Don Wood Foundation efforts to measure the effectiveness of marketing activities, optimize resources and increase results.

**Knowledge Management & Professional Development**
• Ensures the correct information is available to the right people at the right time to ensure that the Foundation team comprehensively understands and can learn from current and past initiatives and strategies
• Attends conferences, workshops, seminars, virtual meetings, webinars, training events, and related training events to maintain current knowledge on foundation management and related topics

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position.

**QUALIFICATIONS AND SKILLS**
• Bachelor’s degree in Marketing, Market Research, Communications, Journalism, Public Relations, or a closely related field
• Minimum five years of marketing experience, including brand management, social media engagement, and responsibility for a comprehensive, multi-channel marketing campaign. Past management experience is required. Candidates with experience in nonprofit organizations are preferred
• Technology savvy with experience in Microsoft Suite, Google Analytics, LinkedIn, Facebook, and other social media platforms. Demonstrated experience using Weebly, Basecamp, Sendible, MailChimp, or similar marketing management tools is a plus.
• A successful track record in setting priorities with keen analytic, organizational, and problem-solving skills that enable sound decision making
• Excellent verbal and non-verbal communication and relationship-building skills in order to work collaboratively with both internal and external stakeholders
• Personal qualities of integrity, credibility, accountability, and dedication to the mission of the Foundation

**VALUES EXEMPLIFIED**
The Marketing Manager serves alongside the DOSI and other staff as a face to key stakeholders of the Foundation. The following attributes and behaviors are identified as expectations of all Foundation employees:

- Work effectively with Board, staff, and other colleagues by practicing punctuality, respect for deadlines, collaborative problem-solving, and open communications
- Build trust-based relationships by acting with integrity, courtesy, diplomacy, and responsibility
- Maintain proficiency as needed; attend trainings, read industry and job-related materials, and meet with peers in related areas of responsibility
- Dress in business-appropriate attire for the workplace
- Meet and maintain the highest levels of confidentiality and safety
- Maintain work areas in an orderly manner
- Display empathy and positive regard for colleagues and other key stakeholders in written, verbal, and non-verbal interactions
- Value diversity and the benefits that it can bring to the workplace, the Foundation, and the community.

**POSITION REQUIREMENTS & SCHEDULE**
The Marketing Manager must be able to work regular weekly Foundation hours but could be asked to work evening or weekend hours as part of this salary position. Remote or teleworking opportunities will be available in appropriate circumstances. Also, the Manager can expect light to medium physical exertion and the ability to lift <25 pounds.

The Marketing Manager can expect light to medium physical exertion and may be exposed to hot and cold conditions during travel.

This position may require occasional travel, often within Northeast Indiana or other areas of the tri-state region, and occasional travel out-of-state for conferences and related professional development activities. The Marketing Manager must be able and willing to travel as appropriate.

**SALARY AND BENEFITS**
Salary will be commensurate with qualifications and experience, and the Foundation also offers a competitive benefits package for full-time staff.

**EQUAL OPPORTUNITY EMPLOYMENT**
The Foundation is an Equal Opportunity Employer. Applicants shall not be discriminated against because of race, religion, gender, sexual orientation, national origin, ethnicity, age, disability, political affiliation, marital status, or medical condition.

**APPLICANTS WITH DISABILITIES**
The physical demands and work environment characteristics described here are representative of those the Marketing Manager may encounter while performing essential duties and
responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities.

**APPLICATION PROCEDURE**
Interested individuals should submit an email with “Marketing Manager” in the subject line. The candidate’s most current resume and a cover letter should be sent to: pbuesching@DonWoodFoundation.org. Please provide all information electronically. All applicants will be notified of the results via email as well. No phone calls, please.

*Revised 07/5/23*