



## Job Description

**TITLE:** Marketing Director

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**FLSA:** Exempt

**REVISED:** Aug 10, 2017

**REPORTS TO:** CFDO

**SUPERVISES:** Communications Manager, Communications Coordinator, Marketing Coordinator, Outreach Coordinator.

**Position Summary:** The Marketing Director holds responsibility for The Animal Foundation's internal and external marketing activities and is responsible for elevating The Animal Foundation's brand to a wide audience, including donors, adopters, volunteers, program and service patrons, corporate partners, the media, and other external audiences. The Marketing Director leads strategy and execution of all branding and communications efforts through traditional, online and social media; public relations; and community outreach programs in support of fundraising, adoptions, programs, the clinic, and event efforts. This includes the development and delivery of a fully integrated marketing strategy and annual plan for the organization based on a strong multi-channel execution with measurable results. Internally, the Marketing Director serves as a thought leader on marketing and communications, overseeing organization-wide, departmental, service, and program support.

### **Essential Duties and Responsibilities:**

- Directs, supervises and coordinates the development of The Animal Foundation's overall marketing strategy and annual plan, including the creation of effective strategies that will support The Animal Foundation's adoptions, volunteer and foster recruitment, fundraising revenue, clinic and program services, and relevance in the community.
- Directs, supervises and coordinates The Animal Foundation's web presence, including the following –
  - Establish a best-in-class web presence that drives donations, adoptions, volunteer support, and usage of programs and clinic services.
  - Evaluate and enhance The Animal Foundation's Search Engine Optimization to own key search terms and drive traffic to the site.
- Directs, supervises and coordinates The Animal Foundation's brand building and storytelling, including the following –
  - Continue to strengthen and fine-tune The Animal Foundation's positioning and "voice" to elevate the brand, its relevance, and reputation among target audiences.
  - Ensure that The Animal Foundation marketing materials are consistent across all mediums, and that The Animal Foundation story is communicated in an engaging way with accuracy, creativity and impact.
  - Lead the creation/production of inspiring design, content and campaigns that drive adoptions, donations, volunteering, programs and services.
  - Collect and write stories that support fundraising, grant writing, and marketing efforts.
  - Ensure brand standards are maintained across all channels.



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- Support People Care and organizational efforts via internal marketing of the culture, core values, etc. and developing support materials for all internal marketing and People Care initiatives such as the Employee Recognition Program.

### **Essential Duties and Responsibilities: (continued)**

- Builds and manages the marketing budget.
- Develops, implements and monitors campaigns with quantifiable objectives, measures results, and leverages data and analytics to drive insights.
- Directs, supervises and coordinates The Animal Foundation's social media, including the following –
  - Lead the marketing team to create a successful social media presence that empowers and inspires supporters to engage with The Animal Foundation and take action.
  - Develop innovative campaigns that increase quality fans and followers and turns them into supporters.
- Directs, supervises and coordinates The Animal Foundation's awareness-building, including the following –
  - Position The Animal Foundation as a leader in our field.
  - Be proactive in generating positive media placements.
  - Effectively manage crisis communications.
  - Solidify positioning and craft messaging to effectively tell The Animal Foundation's story.
- Create Connections –
  - Leverage relationships to broaden The Animal Foundation's reach and impact so that the organization can do more with less. (e.g. Cause Marketing Partnerships, In-Kind Support, Celebrity Ambassadors, etc.)
- Stakeholder Communications –
  - Develop and execute effective stakeholder communication strategies via the annual report, newsletters, direct marketing etc. to educate and inform current supporters about activities and accomplishments.
  - Work with the development team to design a donor communication plan that motivates supporters to move up the giving ladder, increasing their levels of support over time.

### **Education and Experience Requirements:**

The ideal candidate is a leader who has a big picture perspective with broad hands-on experience and understanding of strategic brand positioning, nonprofit fundraising, media relations, media planning and buying, all traditional and online marketing channels (including social media), event promotion, and community outreach programs.

- Bachelor's degree required with a specialization in Marketing and/or Business preferred.
- Minimum 10 years of well-rounded and broad marketing / business development experience, with a focus on building strong brands. Must have a record of performance success.



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- Minimum of 5 years of leadership experience with the ability to motivate, mentor, and provide professional development to a team.
- A plus would be a combination of both for-profit and nonprofit marketing experience, particularly for-profit experience that requires disciplined brand-building skills. Combination of large and small company/organization experience with both strategic and execution experience also a plus.

### **License & Certification Requirements:**

- Valid Class C Nevada Driver's License.

### **Required Knowledge and Skills:**

- A hands-on collaborative style of working is a must.
- Strong leadership and communications skills.
- Strategic, creative, and financial acumen.
- Experience developing effective marketing strategies and detailed marketing plans.
- Experience building strong brands, strong knowledge of marketing principles, experience in product and service management, and fundraising marketing support.
- Ability to understand changing market dynamics and translate them into actionable strategies to achieve organization objectives.
- Track record for strategic brand positioning.
- An understanding of all aspects of print, radio, TV, and video production.
- Knowledge and experience in development and implementation of social media strategies and plans.
- Experience developing and evaluating public relations plans, identifying story "hooks," and developing strong relationships with the media for optimal results.
- Experience/understanding of media evaluation, buying strategies, tactics and measurements.
- Experience in direct mail and email campaign strategy, list management and segmentation, campaign execution, and measurement/analytics.
- Track record for guiding the visual creative process, working directly with graphic designers providing strategic visual direction to create materials with strong design/visual impact and communications.
- Track record of conceptualizing and creating compelling and engaging written content for websites, blogs, social media.
- Strong knowledge and experience in building websites and website design, understanding of SEO implementation. Familiarity with Google Analytics and Google Adwords.
- Knowledge/understanding of social media platforms, including but not limited to Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Experience working in content management systems to update website content, write blogs, post press releases, etc.



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### **Working Conditions and Physical Effort:**

Physical ability and mobility to work in a typical office environment. Strength to lift and/or move materials weighing up to 10 pounds frequently, 25 pounds occasionally. Vision to read printed materials. Stamina to sit and work with computer for an extended period of time. Hearing and speech to communicate in person or over the telephone. Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

Job incumbent is continuously exposed to animals, animal waste, potentially harming cleaning chemicals, high noise and potentially hazardous conditions, including the risk of animal bites and occasional work outdoors for extended periods of time while exposed to cold and extremely hot temperatures.

All employees work in a culture of continuous improvement and are expected to support our mission. Employees must be able to clearly articulate our goals, actively participate in outstanding customer service, and accept responsibility for maintaining our culture of philanthropy.

***This job description is intended to describe the general nature and level of work expected of this position. This description is not intended to be construed as an exhaustive listing or description of all responsibilities, duties and skills required of incumbents in the job.***