

Coalition to Salute America's Heroes - Job Description

Job title: Marketing Manager

Responsible to: David Walker, President and CEO

Salary: \$40-45K annually depending on experience, with benefits. Full time position.

Outline of role: Direct implementation of the organizations marketing efforts, including but not limited to;

- Social media
- Digital marketing
- Print ad campaigns
- PSA program
- Local representation in Leesburg, and no less than 2 local fundraising events per year.

Successful candidates will work closely with other members of the team, both in Leesburg and in our regional field offices to create a clear, concise 'voice' that is matching across all platforms, including data collection and board meeting reports; implementation of a calendar driven direct marketing plan through email marketing, that reflects the changing nature of the giving cycle; creation of high-quality 'ads' for use in digital and print marketing; management of an ongoing PSA program, working with a videographer and distribution team to continually advance the image and recognition of the Coalition on regional and national TV and other platforms; attendance at local non-profit focused events, chamber of commerce events and possible donor events in the area; organization and fulfillment of no less than 2 medium scale fundraising events in the area per year; assist in various high-dollar donor outreach schemes. Other duties may arise at the discretion of the CEO.

Key performance indicators

1. Successful implementation of an integrated, technology driven, strategic marketing plan as set out upon start of role, backed up by data.
2. Profitable event management for local fundraisers.
3. Integration with the wider team on projects, as reviewed by managerial peers.
4. Innovation into new ways to increase awareness and name recognition on a national scale.

Qualifications/Requirements

- Bachelors degree or higher in business, marketing, science or relevant experience.
- 5 years cumulative experience in marketing, preferably in the non-profit sector.
- Exceptional written skills.
- Highly capable in online marketing-management systems; later.com, canva.com, constantcontact.com or equivalent.
- Photo capture, video creation and editing skills a plus.