

Marketing Manager Job Description

Position: Marketing Manager

Position Type: Full-Time, Exempt

Supervisor: Vice President for Advancement

Position Summary: Work with the vice president for advancement, president & CEO, Marketing Committee and other Foundation leaders to devise and implement a strategic marketing plan aimed at: 1) helping the Foundation achieve its asset development, grantmaking and community leadership objectives; 2) increasing the Foundation's visibility among key target markets; 3) educating said target markets about the Foundation's mission and services; and 4) keeping existing stakeholders engaged in the Foundation's mission.

The ideal candidate will be highly organized, creative and self-motivated and possess a demonstrated track record of success in cause-related marketing, writing, copy-editing, effectively communicating to multiple market segments, graphic design, web-based content management systems, social media, and video editing, along with a genuine interest in helping raise the quality of life for the residents of DuPage County.

Marketing & Communications:

- Develop and implement a comprehensive strategic marketing plan and budget along with metrics for measuring success. The plan will focus on strategies and tactics aimed at promoting the Foundation's activities and services among a variety of key target markets including current and prospective donors, professional advisors and area not-for-profit organizations.
- Design, author and keep current all electronic and print media to be disseminated to Foundation constituents.
- Support Foundation initiatives by drafting electronic and print media and serving as a resource/liason for Foundation consultants and vendors as requested.
- Serve as the primary staff liaison for the Foundation's Marketing Committee and coordinate and staff all of its meetings.
- Keep informed regarding and educate the Foundation's staff and key leaders about emerging marketing and communication strategies and technologies.

Public Relations:

- Secure speaking engagements for the Foundation's staff and other key leaders throughout the community and develop presentation content as needed.
- Identify, pitch and author potential stories to local, national and industry media outlets regarding key Foundation activities and events, developments in philanthropy and noteworthy occurrences or achievements regarding the Foundation's constituents.
- Author and disseminate media releases.
- Maintain the Foundation's base of media contacts and cultivate new relationships.

Website and Social Media Management:

- Manage, develop content for and maintain the Foundation's website, Crescendo portal, Facebook, Twitter, LinkedIn and YouTube accounts, along with other social media outlets.
- Create and implement a targeted electronic and social media messaging strategy that drives traffic to the website.

Donor and Constituent Relations:

- Provide marketing and public relations assistance as appropriate to Foundation donor-advisors, agency partners and other stakeholders regarding their various goals, initiatives and activities.
- Assist in planning and implementing donor-initiated fundraising activities.
- Recognize volunteers including coordinating various mailings.

Other:

- Work with the Advancement team and Benefit Committee in the planning and execution of the Annual Benefit with a concentration on the event's digital and print marketing.
- Support the planning and execution of Foundation activities and events as assigned.
- Represent the Foundation at various community activities and events as requested.
- Manage the Foundation's Marketing Internship program and serve as the interns' supervisor.

Qualifications:

- Bachelor's degree in Communications, English, Journalism, Marketing, or a related field required.
- Outstanding communication skills; must excel as a persuasive writer, copy editor and storyteller.
- Competency in graphic design, web-based content management, social media and video editing.
- Three - five years of relevant experience with a proven track record of success.
- Proficiency in Microsoft Office, Adobe Creative Suite, iMovie, iWork and social media applications.
- Highly organized, creative and self-motivated with the ability to prioritize and manage multiple projects simultaneously.
- Strong interpersonal and networking skills among diverse constituent groups.
- Willingness to work some evenings and weekends.
- Existing knowledge of the local community and philanthropic landscape a plus.

To Apply: Email a PDF résumé and cover letter with "Marketing Manager Position" in the subject line to Hiring Manager at apply@dupagefoundation.org by **Friday, March 16, 2018**, to be considered. All applications will be considered under the strictest of confidence. **NO CALLS PLEASE.**

Hiring Policy: The DuPage Foundation considers applicants for all positions without regard to gender, race, color, religion, age, national origin, ancestry, disability, political affiliation, marital status, sexual orientation, or any other legally protected status.

The DuPage Community Foundation d/b/a DuPage Foundation raises the quality of life throughout DuPage County by fostering philanthropy, connecting donors to area needs and building community partnerships.