

MAP International Job Description

Job Title: Marketing Director

Department: Global Giving

Reports to: VP, Global Giving

Location: Atlanta, GA

Prepared Date: December, 2016

Job Summary

Responsible for planning, development, implementation and tracking of MAP's fundraising strategies, marketing efforts, messaging, and communications/ public relations activities. Directs the efforts of the marketing, communications and public relations staff and outside vendors and coordinates at the strategic and tactical levels with other departments in the organization. **This position has clearly defined fundraising goals that will need to be met on a yearly basis.**

Position Description

- Responsible for editorial direction, design, production and distribution of all publications, including direct mail and digital marketing;
- Utilize file segmentation to better target offers for increased response and retention rates. Analyze progress and results, implementing strategic solicitation strategies to meet fundraising goals;
- Monitor and evaluate metrics in order to assess short and long term return on investment for all direct response fundraising activities;
- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program and strategy that will enhance MAP's image and position with core constituents and the general public;
- Able to meet and exceed revenue goals for both direct mail and digital marketing while managing an associated budget;
- Manage and mentor a Marketing Team of two additional people;

- Develop and maintain a marketing calendar showing every marketing outreach and tracking consistent progress toward goals;
- Accountable for all internal and external communications;
- Manage all MAP marketing, communications and public relations activities and materials including direct mail, external marketing pieces, publications, media relations, social media, and digital communications;
- Ensure proper articulation of MAP's desired image and position, consistent communication of image and position throughout the organization and assure communication of image and position to all constituencies, both internal and external;
- Maintain regular contact with target media outlets and respond appropriately to media requests, act as the MAP's representative with the media;
- Respond quickly and accurately during disaster situations in order to maximize MAP's media, digital marketing and social media presence;
- Coordinate the appearance of all MAP print and electronic materials such as letterhead, use of logo, brochures, etc.;
- Provide counsel and support to major donor and corporate fundraisers on marketing, communications and public relations including the creation of marketing materials to managed stakeholders;
- Lead projects as assigned, such as cause-related marketing and special events.

Planning and budgeting

- Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives;
- Develop short and long-term plans and budgets for the marketing/communications/public relations program and its activities; monitor progress, assure adherence and evaluate performance;
- Recommend short and long-term marketing goals and objectives;
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function;
- Keep informed of developments in the fields of marketing, communications and public relations, non-profit management and governance.

Required Qualifications

- Demonstrated skills, knowledge and experience in the design, execution and analysis of marketing, communications and public relations activities including direct mail and digital marketing;
- Comfortable with fundraising, with assigned goals, through Direct and Digital Marketing platforms;
- Direct Marketing experience utilizing Direct Mail as a revenue generating mechanism;
- Strong creative, strategic, analytical, organizational and personal communication skills;
- Skilled writer in various channels – direct mail, website, social media, marketing materials, etc.;
- Experience with generating revenue through direct mail/digital marketing and developing/managing budgets;
- Ability to hire, train, develop, mentor, supervise and evaluate personnel;
- Experience overseeing the design and production of print materials and publications as well as web-based communications;
- Computer literacy in word processing, data base management, social media, website development;
- Ability to multi-task by concurrently managing numerous projects with firm deadlines;
- Commitment to working with leadership and in cross-functional teams;
- Strong verbal and written communications skills;
- Able to work and focus in disaster relief situations;
- Domestic and possible overseas travel is required;
- Fully supportive of MAP's Mission, Vision, and Guiding Principles.

Education

- Minimum of 10 years experience in nonprofit fundraising and marketing/communications with demonstrated success; preferably in a health, development or related organization;
- Must have Direct Marketing experience utilizing Direct Mail as a revenue generating

mechanism;

- Bachelors degree required, preferably in journalism, marketing or public relations. Graduate degree in a related field is desirable.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand, walk, sit, use hands and fingers to type, handle or feel, reach with hands and arms, talk and hear. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus during significant computer related work.