



Job Title: Sr. Director of Marketing and Communications

Department: Global Giving

Location: Atlanta, GA

Travel: 10-15%

Reports to: VP, Global Giving

Salary Grade: E8

FLSA Status: Exempt

Prepared Date: January 2019

JOB SUMMARY

This position will contribute to the overall revenue goal for the Global Giving team by raising brand awareness and strategic positioning of messaging to directly generate revenue. Responsible for the development and delivery of a fully integrated marketing strategy for the organization. Directs the efforts of the marketing staff and outside vendors. Coordinates across department lines to develop long term strategy and determine short term objectives. This position has clearly defined fundraising goals that will need to be met on a yearly basis.

The ideal candidate will be an experienced professional with a passion for the job, able to employ unique marketing techniques. He/She will be a skilled marketing strategist and able to drive creativity and enthusiasm in others.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Raise the overall brand awareness for MAP International in the local, national, digital, and non-profit spaces in coordination with the marketing team.
- 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.
- Responsible for editorial direction, design, production and distribution of all publications, including direct mail and digital marketing.
- Develop strong strategy for the transition of direct mail donors to digital platforms and robust donor acquisition.
- Maximize and grow social media presence in applicable outlets.
- Manage all MAP marketing and communications activities including direct mail, external marketing pieces, publications, social media, and digital communications.
- Work with MAP'S public relations firm on media relations and external branding.
- Own and control the consistent appearance of all MAP print and electronic materials such as the

website, letterhead, use of logo, brochures, etc. ensuring consistency across the organization.

- Responsible for the development, implementation, and maintenance of MAP International's website and email marketing program.
- Build a strong marketing and communications team to ensure the smooth operation of the marketing/communications function.
- Proactively interface with fundraisers and other key stakeholders on the creation of marketing materials ensuring consistent messaging and appearance.
- Lead special projects as assigned and when needed.
- During disaster situations ensure that the marketing team is responding fully and in a timely fashion.

Planning and budgeting

- Develop strategic plan for significant growth for marketing and communications.
- Responsible for the development and achievement of short term and long-term marketing and communications financial objectives.
- Develop revenue forecasting and product branding plans.
- Meet and exceed revenue goals for direct mail and digital marketing while managing an associated budget.
- Ensure that evaluation systems are in place to facilitate accountability to goals and objectives and review existing systems for efficacy.
- Monitor and evaluate return on investment for all direct and digital response fundraising activities.
- Conduct general market research in the fields of marketing, communications, non-profit management, and governance.

ORGANIZATIONAL RELATIONSHIPS

Manager responsible for the performance of the marketing and communications team. Primary liaison for any external vendors for the marketing function.

QUALIFICATIONS

- Demonstrated leader with the proven ability for innovation and broadening an audience.
- Demonstrated skill in the design, execution, and analysis of marketing and communications strategy including direct mail and digital marketing.

- Demonstrated ability in fundraising with assigned goals, through Direct and Digital Marketing platforms.
- Strong creative, strategic, analytical, and organizational 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 concurrently manage numerous projects with firm deadlines.
- Demonstrate Excellent communication and interpersonal skills.
- Attention to detail.

EDUCATION AND EXPERIENCE

- Minimum of 15 years' experience in marketing; preferably in nonprofit fundraising with a health, development or related organization.
- Must have Direct Marketing experience utilizing Direct Mail as a revenue generating mechanism.
- Must have experience in Social Media marketing strategy.
- Bachelor's degree required, in journalism, marketing or related field. Graduate degree in a related field is preferable.

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.