

## Marketing Manager Job Description

<b>REPORTS TO:</b>	Chief Executive Officer
<b>LOCATION:</b>	Spokane, WA
<b>TYPE:</b>	Paid/Full-time/Non-Exempt/Remote Optional
<b>REVIEWED:</b>	March 2023

### JOB DESCRIPTION

Believe In Me is seeking an experienced and enthusiastic Marketing Manager to help us share the important work we do with the community. We are looking for a passionate individual who is especially talented in modern storytelling, thereby positioning our organization as the charity of choice in our community. Successful candidates are extremely creative, aggressively organized, and eagerly proactive in everything they do.

### JOB RESPONSIBILITIES

#### General Requirements

- Work with the CEO and Development Director to ensure goal and strategy alignment, as well as to maintain brand consistency.
- Implement marketing plans that include print, broadcast and online content.
- Create and publish content and advertise on appropriate channels.
- Develop and manage all internal communication systems including but not limited to: email marketing, print, website, blog, social media, radio, and video.
- Create organic posts and paid ads for use on Google, Facebook, and LinkedIn, and oversee the creation of ad copy and images/videos in alignment with our strategy.
- Develop, monitor and update ad strategies based on data and testing to include multi-step/retargeting ad strategies.
- Monitor, track, and report monthly results.

### Storytelling Requirements

- Write clear, attractive copy using our brand voice.
- Collaborate with other professionals on large-and small-scale marketing projects
- Conduct high-quality research and interviews.
- Edit and proofread copy as needed.
- Use search engine optimization (SEO) principles to maximize copy's reach.

### Social Media Requirements

- Use social media marketing tools to create and maintain the Believe in Me brand
- Work with the team to develop social media marketing campaigns
- Interact with donors and other stakeholders via the company's social media accounts
- Analyze the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Research social media trends and informing management of changes that are relevant to the company's marketing activities
- Set key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs

### Digital Marketing Requirements

- Conduct demographic, keyword and other research related to campaign set up
- Write ad copy
- Set up online advertising campaigns
- Analyze performance data and optimize campaigns for better performance
- Monitor and manage online advertising budgets and develop budget recommendations
- Understand advertising platforms and how to implement tactics in order to optimize and analyze campaigns without oversight from the Digital Advertising Manager for the following:
  - Facebook fan building and post promotion
  - LinkedIn display ads and sponsored messages and updates
- Ability to implement tactics identified by other team members for Google and Bing paid search campaigns

- Gather data and complete online advertising reports
- Collaborate with team to fully understand goals for each campaign
- Obtain and maintain relevant certifications (Bing Search, Google AdWords Search, etc)
- Report on campaign performance and progress to the CEO and the Board of Directors

### Graphic Design Requirements

- Produce final artwork for different media and different sizes, including digital, email, signage, newspaper, magazine, etc.
- Upload or deliver materials to all media, and liaises with outside production suppliers.
- Illustrate marketing materials in different formats based on brand standards.
- Liaise with the CEO to keep on track with projects.
- Maintain accurate online files of graphic design materials.
- Maintain and update the NATP website content, images, documents, links and video embeds

### Website Requirements

- Produce and maintain web pages according to guidelines based on existing pages and templates
- Assist with QA via functional testing and content auditing using multiple browsers and screen sizes
- Edit and resize images as necessary
- Apply new code/styles to the website as provided by the Marketing Director and CEO
- Build opt-in campaign website page flows, forms and other necessary pieces
- Assist in building email and campaign templates in various systems
- Keep website current and CMS organized by regularly cleaning out old documents and images

#### KNOWLEDGE, SKILLS AND ABILITIES:

- Work well in a team environment.
- Ability to prioritize and meet deadlines.
- Excellent organizational skills and attention to detail.
- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously.
- Advanced written and oral communication skills.
- Advanced knowledge of direct mail requirements and best practices.
- Ability to adjust work pace to maximize production without loss of work quality.
- Ability to establish and maintain excellent working relationships with supervisor, co-workers, and volunteers.
- Prioritize and manage multiple projects within budget and design specifications.

#### MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree in Marketing or relevant field.
- Minimum 4 years marketing experience in event promotion and marketing.
- Proficient and extremely experienced with social media, Google, LinkedIn, and Facebook ads manager platforms.
- Expertise with SEO/SEM campaigns.
- Highly proficient with computers, including Google Workspace, web analytics and Google Adwords.
- Knowledge of layouts, graphic fundamentals, typography, print, and the web.
- Familiarity with HTML and CSS preferred.
- Knowledge of Adobe PhotoShop, Canva, Illustrator, Sketch, InDesign, and other graphic design software.
- Compelling portfolio of work over a wide range of creative projects.
- Familiarity with Email Marketing Automation and Content Management System softwares (Hubspot, Wordpress, Wix, Give Lively, OneCause).

**PURPOSE:** Believe in Me is organized for the principle purpose of stimulating, receiving, administering, and managing assets and funds for grant-making to programs serving youth in need of shelter, foster care, adoption, education, and emotional enrichment support and direction.

**VISION:** Our vision is to help every kid develop the self-confidence they need to succeed.

**MISSION:** Leveraging the generosity of our donors, we fund children's charities that provide disadvantaged kids with a safe place to call home, a family that loves them, a feeling of community, and opportunities to learn, build self-esteem, and have fun.

**VALUES:** Believe in Me effectively raises funds and manages assets in a manner that is guided by the values of caring, trustworthiness, innovation, equity, diversity, and inclusion.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of the position. All employees may have other duties assigned at any time. We are an equal opportunity employer. Applications are considered for positions without regard to veteran status, uniformed service member status, race, color, religion, sex, sexual orientation, physical or mental disability, genetic information or any other category protected by applicable federal, state or local laws.

THIS COMPANY IS AN AT-WILL EMPLOYER AS ALLOWED BY APPLICABLE STATE LAW. THIS MEANS THAT REGARDLESS OF ANY PROVISION IN THIS APPLICATION, IF HIRED, THE COMPANY OR I MAY TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY REASON, WITH OR WITHOUT CAUSE OR NOTICE.