

Barberton Community Foundation

Title: Director of Marketing – Full-time position

Reports to: BCF Executive Director

Job summary:

The Director of Marketing is responsible for conceptualizing and coordinating the effective deployment of marketing initiatives that build and promote the Foundation’s brand, image and strategic goals. Director of Marketing will play a key role in determining strategic initiatives and marketing plans to prepare the Foundation for the future. This position will be part of the senior leadership team that drives the overall strategy for the organization and work to integrate “the voice” of the Foundation in all areas of media, outreach and promotion of the strategic plan, as well as maintain key community and grant partner stakeholder relationships.

Summary of Essential Job Functions:

- Manages all media, marketing, communications and public relations activities for the Barberton Community Foundation including printed marketing/promotional publications, marketing and development collateral and literature;
- Conducts market research to developing advertising and messaging strategies;
- Works independently with initiative and self-manages deadlines and is able to meet deadline and budget requirements
- Conducts the periodic collection of data to be used to measure the effectiveness of the marketing, communications and PR functions;
- Manages BCF’s social media presence on Twitter, Facebook, YouTube, LinkedIn and Google+, as well as any future identified social media needs;
- Maintains the Foundation’s website, keeping it relevant, accurate and engaging;
- Critically review content, assess goals, and develop the required architecture to support the Foundation’s strategic goals;
- Ensures that all events are effectively promoted across digital/social media and supported with design and production;
- Takes the lead on BCF events as directed by the Executive Director;
- Builds relationship with grant partners and works to strengthen rapport in the community;
- Helps fund holders leverage Community Foundation resources to build their brand and reach in the community;
- Manages strong and effective relationships with outside vendors; and
- Other related duties as assigned.

Ideal Skills and Qualities include:

- Excellent writing and oral communication skills, creativity, initiative and analytical skills;
- Understanding and execution of PR skills and digital marketing tools;
- Proven project/event management skills;
- Strategic critical thinking skills,
- Strong decision-making skills and solid judgment;
- Accomplished collaborative and interpersonal skills;

- Solid understanding of graphic design, web technologies and photography;
- Outstanding team player attitude and commitment to the Foundation and its vision;
- Strong moral and ethical values that reflect positively on the Foundation;
- Maintain confidential information and demonstrate discretion;

Education and skill requirements:

- Qualified candidates will have a bachelor's degree in marketing or related field;
- A minimum of five years of proven success in marketing, communications, public relations, and branding initiatives, preferably successfully managing projects and teams;
- Entrepreneurial thinker with highly evolved relationship building skills and ability to adapt to changing circumstances while working with a variety of personalities and priorities;
- Team builder who empowers others to work collaboratively and with accountability, while providing the support and resources they need to succeed;
- Capacity to generate new ideas and act creatively and strategically;
- Life-long learner;
- Exceptional written and verbal communication skills;
- High degree of organization and attention to detail;
- Work experience in the nonprofit sector preferred; and
- Available for evening meetings, as scheduled, and, potentially, some infrequent Saturdays.

Salary and Benefits

- Salary for this position will be commensurate with experience. This position is eligible for a full package of employee benefits, including health insurance, long and short-term disability, 401(k) plan, personal paid-time off, and paid holidays.

It is Barberton Community Foundation's policy that, as required by law, equal employment opportunities be available to all persons without regard to race, sex, age, color, religion, national origin, marital status, sexual orientation, disability, citizenship status, genetic information, veteran status, or any other category protected under federal, state or local law.

How To Apply

No calls, please. Email cover letter and resume electronically, with salary requirements, no later than May 31, 2019, to Dr. Suzanne Allen, Executive Director, Barberton Community Foundation - hr@barbertoncf.org