



## **Job Description: Marketing Manager (Digital)**

**Reports to:** Director of Marketing

### **Position Summary:**

The digital marketing manager oversees the digital strategy, execution, measurement, and optimization for CAF. This role is responsible for driving awareness, engagement, and online giving through a variety of digital and mobile outreach initiatives.

- Supports the Director of Marketing in all areas associated with the development and implementation of CAF's marketing plans and budgets.
- Manage the development, creation and implementation of all online and digital initiatives and platforms, including web site, email campaign, social media and eCommerce and CAF content program (videos, shareable social initiatives, etc.).
- Define marketing requirements for CRM and work closely with the CRM manager on requirements gathering and new feature development.
- Develop email funnels for all CAF segments based on key activities.
- Work with the Events, Fundraising, Business Development and Programs departments to promote and achieve program and event goals and objectives.
- Provides creative direction and services support.
- Conceptualize and execute marketing campaigns to build awareness and fundraising efforts.
- Project Manager and liaison between CAF marketing team and digital agencies and freelancers.

### **Roles and Responsibilities**

**Digital Marketing:** Ownership and management of all CAF digital marketing, including website and blog content, email and e-newsletter communication and social media. This position is the "go to" and expert for all things digital including strategic planning, scheduling, content, trends, analytics and recommendations. Compile quantitative reports to show campaign success rates and opportunities.

**Marketing Management:** Deliver on CAF strategic plan and marketing goals. Implement marketing plan by assisting marketing team in developing and producing creative and effective marketing collateral, CAF apparel, videos, expos, managing direct mail campaigns, creating and

distributing eNewsletters and overseeing the CAF digital components. Ensure materials and communications reach the target market and quantify results. Manage the project budgets.

**Event Marketing:** Coordinate CAF's participation in all partner, Race For A Reason, and expo events, including assisting with apparel design, athlete recruitment and management, execution of promotional and on-site partnership deliverables (promotional emails, athlete bios, communication with athletes and partners, athlete participation in media/partner events, talking points, delivery of racing apparel, photos and social media updates, event reporting).

**Merchandising:** Manage inventory of apparel, collateral, and signage for all partner events, fundraiser events and expos. Design and produce CAF branded apparel. Place orders to maintain appropriate inventory.

**Brand Management:** Maintain the CAF brand integrity by regulating the use CAF's logos, messaging and imagery, upholding brand identity and quality and ensuring an emotional connection with the target audience. Consistently be looking for messaging growth opportunities.

**Promotion and Communication:** Produce quality communications both written and verbal that deliver CAF's message clearly and effectively. Communications to include info kit, newsletter content, press releases, athlete bios, spokesperson scripts, talking points, video scripts, email communications, appeal letters and promotional pieces. Work with Events, Fundraising, Business Development and Programs departments to create collateral and promotions. Effectively communicate the mission of CAF across all efforts.

**Vendor, Sponsor and Partner Relations:** Develop and maintain cohesive and positive relationships with graphic designers, web developers, photographers, videographers, printers and other vendors. Cultivate sponsor and partner relationships as needed.

### **Skills and Abilities**

**Passion for digital marketing and social media:** Must have a personal passion for, and professional experience with, the following social media platforms such as Facebook, Twitter, Instagram, YouTube and Pinterest. Ability to report on analytics and implement adjustments to optimize performance is necessary. Web content development and management experience is required. Some HTML/design for Web experience would be helpful. Ability to stay on the forefront of quickly evolving social media landscape is key.

**Project management proficiency:** A self-motivated, organized marketer with attention-to-detail will succeed in this position. Prioritization is highly important, along with the ability to successfully manage projects from initiation to completion with a calm demeanor and little oversight. Must also have the ability to multitask and be able to provide assistance with last minute projects when necessary. Respect for deadlines and project budgets are paramount.

**Strong communication skills:** Strong writing skills are a requirement. Professional, friendly and outgoing disposition with a willingness to represent CAF at events is desired. Strong

interpersonal skills and the ability to work respectfully alongside the internal team, as well as external partners is paramount to success.

**Commitment to Quality:** Knowledge of AP style is preferred. The ability to self-edit prior to presenting/sharing/publishing work is mandatory. Must hold coworkers, vendors, and partners to the highest standards consistent with CAF's branding, messaging and mission.

**Industry/Marketing Experience:** Event marketing and nonprofit marketing/fundraising experience preferred. Corporate marketing ad, and/or digital agency experience is also desirable.

**Thought Leadership:** Willingness to develop new concepts and ideas, along with executional plans, for integration into CAF marketing plan, strategic objectives and budget.

**Organization and Detail Orientation:** Advanced Project Management and organizational skills and the ability to prioritize and handle multiple tasks concurrently with responsible follow-through and effective communication to internal and external team members is required.

**Commitment to the CAF Mission:** Must see CAF as a societal mission and be committed to the objectives, goals and programs of the organization. To be effective in dealing with vendors, sponsors, partners and athletes we serve, the Marketing Manager must view his role in the organization as a calling to maintain and enhance CAF's reputation and brand through effective and respectful communications and the delivery of quality products and services. And with this commitment, be a visible and engaging spokesperson for CAF.

**Ability to Travel:** Marketing Manager must frequently travel.

### **Education and Experience**

A Bachelor's degree is required. A major in Business Administration, Marketing, Communications or Graphic Communications is preferred.

Three (3) years of experience in marketing, public relations or communications, or equivalent combination of education and experience is required.

High level of proficiency with MS Word, MS Excel, MS Power Point, Outlook and Keynote. Ability to quickly learn new software and technology is mandatory. Some experience in Photoshop, Illustrator or InDesign is required. Knowledge of html coding is preferred.

### **Compensation**

All applicants are required to list desired salary when submitting a resume.