



### **Job Description: Director of Marketing**

Reports to: Chief Executive Director

Location: San Diego, CA / Hybrid work

#### **The Organization**

The Challenged Athletes Foundation® (CAF) is a world leader in helping individuals with physical challenges get involved – and stay involved – in sports and fitness. CAF believes that participation in sports at any level increases self-esteem, encourages independence, and enhances quality of life. Since 1994, more than \$134 million has been raised and over 35,000 funding requests from challenged athletes in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts impact another 60,000 individuals each year. The CAF is headquartered in San Diego with regional offices in New York City, San Francisco and Boise, Idaho. This is a full-time, exempt position based out of the San Diego office.

#### **Position Summary:**

- Works with the Chief Executive Director to align organizational goals and objectives into a cohesive marketing communication strategy that drives all initiatives and leads to increased awareness and funding for the CAF mission.
- Develops strategic marketing plans to achieve business objectives.
- Leads the marketing team in successfully implementing all marketing initiatives and activities.
- Functional work to oversee includes Media Relations/PR, Creative Services, Apparel Production, Video Production, Photography, Social Media, Website, Paid Advertising, Sports Marketing, Athlete Activations
- Partners and collaborates with Events, Fundraising, Business Development and Programs departments to promote and achieve program and event goals and objectives.

#### **Roles and Responsibilities**

**Brand Messaging and Development:** Further establish brand credibility, loyalty and key markets and establish consistency throughout initiatives and events. Identify and engage partners and opportunities to grow the brand in other markets and nationally.

**Marketing Communication:** Develop comprehensive and integrated marketing strategies for all communication platforms including collateral, public relations, media, digital and online components, expos materials, emails and direct campaigns.

**Market Development:** Continue to define and cultivate new markets for fundraisers, donors, challenged athletes, corporate partners and sponsors through market research, collaboration with Events, Fundraising, Business Development and Programs departments. Represent marketing on steering committees to ensure consistent messaging and maximizing of growth opportunities.

**Marketing Budget:** Prepare, plan and oversee marketing budget. Continually strive to maximize resources.

**Marketing Department Management:** Oversee successful delivery on CAF strategic plan and marketing goals. Lead on-time execution of marketing deliverables to include developing and producing creative and effective marketing collateral, CAF apparel, videos, expos, direct mail campaigns, creating and distributing print newsletters and annual reports.

**PR, Media, Influencer Outreach:** Develop relationships with journalists nationally and in key regions. Produce press releases and distribute on newswires and to the media.

**Event Production:** Develop event themes and narratives. Identify high-impact stories to tell. Provide Event staff support with script writing, production and run of show. Oversee all creative for event production.

**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, 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.

### **Skills and Abilities**

**Strong leadership skills:** Must be able to effectively manage the marketing team in a fast-paced environment.

**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 that can fluctuate from PR to ad copy, to web content, to social media are a requirement. Ability to speak in public or to the media is necessary. 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 teams, as well external partners is a must.

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

**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 Director of Marketing must see his/her 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:** Director of Marketing must frequently travel to attend and work expos at various partner and fundraising events.

### **Education and Experience**

A Bachelor's degree or MBA is required with a major in Business Administration or Marketing.

10 plus years in Marketing, Corporate Communications and/or Advertising is required. A background in sports marketing is helpful.

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

**Essential Duties / Functions:**

Excellent written and verbal communication, mobility, hear, drive - valid driver license - pass background check, must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds, set up and breakdown expo booth. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Compensation:**

All applicants are required to provide their 1. salary requirements when submitting a 2. cover letter and 3. resume to [HR@challengedathletes.org](mailto:HR@challengedathletes.org).

CAF offers a competitive compensation package, commensurate with experience. Offer of employment is contingent upon successful background check.

Diversity and inclusion are a critical component of our business strategy, mission and vision. We welcome candidates from an array of backgrounds and experiences to join our team. Learn more about our commitment here: <https://www.challengedathletes.org/diversity-and-inclusion-policy/>

CAF is an equal opportunity employer (EOE) and does not discriminate against any employee or applicant for employment on the basis of race, color, religion, gender, sex, gender identity, sexual orientation, national or ethnic origin, age, disability, marital status, amnesty, or veteran status.