

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

**Reports to**: Chief Marketing Officer  
Location San Diego, CA   
This is a full-time, exempt position

**ABOUT CAF**

CAF is 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**

The Challenged Athletes Foundation (CAF) is seeking a multi-faceted marketing manager to lead the development, implementation, and measurement of our digital marketing strategy to drive community engagement, event registrations, build brand awareness, and increase online giving. This individual is a passionate storyteller who develops strategy and manages content creation/distribution and campaign execution across the organization’s digital platforms (social media channels, website, blog, and e-commerce) with an understanding that sending the right message, at the right time, in the right form makes a difference.

As the “go-to” expert in all things digital, you will consistently cross collaborate with Business Development, Programs, Fundraising, and Events to deliver results that meet or exceed goals. You bring you’re a-game to the task at hand, which means coming with an ear to listen, capacity to learn, and desire to lead.

**RESPONSIBILITIES**

* Strategically develop and maintain a content calendar across social media platforms that aligns with CAF marketing goals and leverages market/consumer data to generate fresh ideas
* Create and/or capture relevant, original, high-quality content that builds community with various audiences across digital platforms
* Establish, track, and measure performance to assess effectiveness of efforts and inform future content decisions; generate reports leveraging Google Analytics, DashThis, Later, and other social media tools to share with internal stakeholders
* Manage the website (WordPress), learning from data to improve the user experience; keep content relevant and fresh to drive traffic, engage visitors, and increase donations
* Take the lead in email communication strategy planning and execution
* Build, execute, and measure paid media campaigns that align with departmental goals
* Serve as an exemplary writer, consistent with CAF’s tone and mission; employ best practices in grammar, messaging, writing, and style based on the medium and audience
* Support marketing team in drafting/editing articles, blogs, email messages, web copy as needed
* Push the organization to evolve content creation, maintenance, distribution, and workflow practices to maximize resources and improve outputs
* Manage external vendor relationships associated with your work
* Other responsibilities as needs arise

**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.

**QUALIFICATIONS**

* Bachelor’s Degree in marketing, communications, journalism, graphics communication, or related discipline is preferred
* 5+ years of experience in marketing, content marketing, communications, or equivalent combination of education and experience required
* In-depth knowledge of various social media platforms, email best practices, and website analytics
* Beginner level experience building paid media campaigns in Google AdWords and Social Media Platforms (Facebook, Instagram, LinkedIn, etc.)
* Editorial mindset that seeks to understand what audiences consume and how to create it
* High level of proficiency with Microsoft Office programs and G-Suite required; ability to quickly learn new software and technology; beginner level experience with Adobe Create Suite (Photoshop, InDesign, Illustrator, Premiere Pro) required; working knowledge of WordPress, HTML and CSS is preferred
* Project management skills and understanding how to manage the priorities of multiple stakeholders in high-volume, a fast-paced environment
* Clear, effective communicator—verbally and in writing—with the ability to be persuasive
* Committed to the CAF mission, be a visible and engaging spokesperson for CAF

**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.