



Job Title: Marketing Manager
Reports to: Chief Marketing Officer
Location: San Diego, Full Time
Salary Range: \$75 to \$85K

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.

Position Summary

The Challenged Athletes Foundation (CAF) is seeking a multi-faceted marketing manager to lead the development, implementation, and measurement of our marketing strategy to drive community engagement, event registrations, build brand awareness, and increase online giving. This individual is a passionate storyteller who connects desperate dots to develop a 360-degree strategy and manages content creation/distribution and campaign execution across the organization’s communication platforms (social media channels, website, print, e-newsletter, email, blog, events, experiential) 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/Duties/ Essential Job Functions:

- 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 platforms
- Establish, track, and measure performance to assess effectiveness of efforts and inform future content decisions; generate reports leveraging Google Analytics, Sprout Social, Meltwater and other data tracking 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
- Lead email communication strategy planning, copy writing, 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
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Qualifications / Work Experience

- Bachelor's Degree in marketing, communications, journalism, graphics communication, or related discipline is preferred
- 7+ years of experience in marketing planning, content marketing, communications, or equivalent combination of education and experience required
- In-depth knowledge of various social media platforms, email and blog best practices, and website analytics
- Experienced in building paid media campaigns in Google AdWords and Social Media Platforms (Facebook, Instagram, LinkedIn, etc.) that drive results
- Have led or worked cross functionally with others in marketing to generate an integrated marketing plan; corporate B2C marketing experience a plus
- 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
- Experienced with Adobe Create Suite (Photoshop, InDesign, Illustrator, Premiere Pro) and working knowledge of WordPress/HTML/CSS is required
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a high-volume, 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.
- 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.