



Job Description: Chief Marketing Officer

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 \$178 million has been raised and over 48,000 funding requests from challenged athletes in all 50 states and 70 countries have been satisfied. CAF is headquartered in San Diego with regional offices in New York City, San Francisco and Boise, Idaho.

Position Overview:

Reporting to the CEO, the Chief Marketing Officer plays a pivotal role in crafting and executing a unified marketing and communication strategy that aligns organizational goals & objectives, driving all initiatives and boosting awareness of our mission. The CMO will oversee a dedicated team, ensuring that all marketing initiatives align with the organization's mission and goals. This position requires a dynamic leader with a passion for social impact, exceptional strategic vision, and the ability to drive brand awareness, engagement, and funding.

Essential Duties and Responsibilities

- **Brand Messaging and Development:** Further establish brand credibility, loyalty and awareness through consistent and cohesive campaigns and outreach efforts. Identify and engage partners & opportunities to grow the brand in key 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. Collaborate with all departments to ensure marketing efforts are integrated and aligned with overall goals.
- **Market Development:** Continue to define and cultivate new markets for fundraisers, donors, challenged athletes, corporate partners and sponsors through market research and collaboration with teams across the organization. Represent marketing on steering committees to ensure consistent messaging and maximizing growth opportunities.
- **Marketing 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.
 - Manage the marketing budget, ensuring efficient use of resources and maximum impact of marketing investments.
- **Department Leadership:** Lead, mentor, and manage a team of marketing professionals, fostering a collaborative and innovative environment.
 - Media Relations/PR, Creative Services, Apparel Production, Video Production, Photography, Social Media, Website, Paid Advertising, Sports Marketing, Athlete Activations.

- **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:** Oversee all creative for 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.
- **Promotion and Communication:** Produce quality communications both written and verbal that effectively communicate the mission of CAF across all efforts including info kit, newsletter content, press releases, athlete bios, spokesperson scripts, appeal letters and promotional pieces.
 - Work with various departments to create collateral and promotions.

Requirements

- Must be available to attend and occasionally travel to events in the evenings and weekends.
- Can drive a vehicle to attend events.
- Work requires the ability to operate standard office equipment and keyboards. Must have the ability to lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds, set up and breakdown expo booth.
- Be able to move around large event spaces via walking or other movement mechanism.
- Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Experience

- A Bachelor's degree or MBA with a major in Business Administration or Marketing is strongly preferred.
- 10 plus years in Marketing, Corporate Communications and/or Advertising are required. Experience working at a non-profit or in sports marketing is a plus.
- Experience leading a team with multiple direct reports, both full-time & contract.
- Proven experience understanding target audience's needs, behaviors, and preferences to drive personalized marketing strategies and improve engagement.
- Experience in setting clear marketing objectives aligned with the company's overall goals.
- Experience in setting and tracking KPI's and ROI's of marketing efforts and using performance data to optimize strategies.
- Demonstrated advanced project management and prioritization skills to handle multiple tasks concurrently with responsible follow-through and effective communication to internal and external team members.
- Experience successfully managing a marketing budget, allocating resources across channels and ensuring maximum impact while staying within budget.
- Experience using a wide range of tools, platforms, and technologies, from CRM systems to social media management tools and marketing automation software.
- High level of proficiency with MS Word, MS Excel, MS Power Point, Outlook, Keynote or similar online presentation tools. Some experience in Photoshop, Illustrator, or InDesign is required.

Skills & Abilities

- A strong commitment to the CAF mission to the objectives, goals, and programs of the organization.
- Ability to clearly convey ideas and rally internal teams, stakeholders, and external partners around marketing initiatives.
- Able to persuasively and effectively pitch ideas, secure buy-in, and present performance metrics to senior leadership.

- Strong writing skills that can fluctuate from PR to ad copy, to web content, to social media. Possess a willingness and interest in staying current with disability language.
- A solid understanding of digital marketing tactics like search engine optimization (SEO), search engine marketing (SEM), content marketing, and social media is essential.
- Adept at identifying challenges, analyzing data, and swiftly adjusting strategies to overcome obstacles or capitalize on new opportunities.
- Ability to multitask and provide assistance with last minute projects when necessary.
- Adapt to new trends, tools, and technologies.
- Ability to speak in public or to the media is necessary.

Compensation

CAF offers a competitive compensation package including Medical/Dental/Vision insurance (monthly stipend if not enrolled in medical insurance), employer paid Basic Life and Long-Term Disability Insurance, 401k match, paid time off, and 10 paid holidays.

Salary Range: \$135,000.00 – 145,000.00 annual base salary based on experience.

All applicants are required to provide Cover letter, resume and salary requirements.

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/>