



Position Title: Director of Marketing

Job Type: Full-Time, Exempt

Salary: \$55,000 - \$75,000

Summary: Under the guidance of the President and CEO, the Director of Marketing shall: Develop, manage, implement and analyze RedRover's marketing plan and strategies; manage direct mail program and oversee operation of RedRover's website. The Director of Marketing is a key member of the Communications, PR and Development Team, comprised of staff members who work closely together to ensure integrated communications, fundraising, public relations and marketing objectives are on track and messaging is consistent with the organization's brand and mission across multiple channels.

A bachelor's degree in marketing or communications or other relevant area with at least 6 years of management-level marketing experience is required for this position. The Director of Marketing is expected to exhibit truly exceptional interpersonal communication skills and build and maintain excellent relationships with staff as well as outside vendors and other constituents. The Director of Marketing should be a conscientious team-player, and be able to think interdependently, balance and prioritize multiple tasks in a fast-paced work environment while maintaining a positive, professional attitude. The Director of Marketing is expected to have high analytical skills, attention to detail and the ability to strive for accuracy and precision, be able to follow and implement directives; and, at the same time, be flexible, independent and self-motivated. Lastly, he or she should be highly organized and able to work with minimal direction or supervision and be vigilant and inspired to seek and create opportunities.

Successfully fulfilling the position includes demonstrating a passion for helping animals as well as people. The Director of Marketing should express personal charisma and eagerness to be a compelling ambassador representing the organization's brand.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

List of Functions:

- In partnership with Director of Communications, Director of Development, and President and CEO, the Director of Marketing develops, manages and implements marketing strategies to help RedRover understand our key constituents, including donors, volunteers and educators and deliver content that is relevant and compelling through a variety of communication channels, including email, direct mail, social media and website.
- Work with Salesforce Database Administrator and other staff to ensure our data and associated platforms, as well as reporting processes, are maximized to meet marketing objectives.
- Implement strategies for segmentation/targeting, lead generation/list growth and analyze/watch metrics closely, as well as test tactics and content in order to identify and utilize the best tactics to achieve higher conversion rates for specific objectives set by the organization.

- Work with Director of Development and Director of Communications to develop and evaluate marketing and fundraising email program.
- Work with Director of Communications, Director of Development and Public Relations Specialist to ensure consistent branding and messaging and maximize the integration of communication, fundraising and paid and unpaid media strategies across all channels.
- Manage direct mail fundraising program, including consultants and vendors.
- Conduct constituent research.
- Work closely with vendors to maximize Google Ad words, website and search engine optimization.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Bachelor's degree in marketing or communications or other relevant area with at least six years of marketing experience required.

Additionally, affection for animals, concern for their welfare and a willingness to accommodate animals in the workplace is required. Ability to occasionally work on weekend days and travel across the United States and Canada is required. Must maintain constituent (donors/volunteers/directors/employees) confidentiality and possess a valid California driver's license, car insurance and reliable transportation.

This position requires a diligent effort to promote, protect and enhance the reputation and image of RedRover and its brand attributes: **Caring, Respected, Unwavering, Inspirational, Vigilant**. Attitude and behavior should attempt to elicit a favorable reaction from the membership, volunteers and the public and align with our mission and brand. A passion for helping animals and people is also essential.

Application Instructions:

Please email cover letter and resume to employment@RedRover.org with "Director of Marketing" -in the subject line. Position will remain open until filled. Please follow these application instructions as only complete submissions will be reviewed and considered.