

Marketing Manager

Salary range: \$60-\$70,000 DOQ

A Breath of Hope Lung Foundation seeks qualified candidates for our Marketing Manager position. This is an important team role during a time of unprecedented growth and impact. Interested candidates should email a cover letter and resume to ABOH program director, Carrie Salsness at carrie@abreathofhope.org.

Summary: Reporting to the executive director and part of the ABOH Development Team, this team member is a generalist and will continually seek ways to educate the public for earlier detection, support lung cancer patients and families, and promote the ABOH brand, events, programs, and other news. This team member's work and understanding of our mission will drive revenue and help ensure ABOH programs receive the financial gifts needed to serve and impact the lung cancer community. The Marketing Manager (MM) will manage our website (using WordPress), oversee the planning, implementation, and evaluation of marketing initiatives that support our mission, engage our target audience, and educate the public. Our MM will work collaboratively to develop and execute integrated marketing campaigns across various channels, including digital, social media, email, print and events. Our MM will be a team player with exceptional communication and strategic thinking skills, attention to detail and ability to work with each of our staff, vendors, and volunteers. Our MM is responsible for the development, management, and delivery of marketing and communications materials that are consistently branded toward a growing presence in the national and local lung cancer fields. The person in this role will have strong project management and creative thinking skills, as well as basic graphic design skills and will manage outside graphic designers, printers and other vendors as needed.

Responsibilities:

1. Become a content expert as it relates to the ABOH mission.
2. Develop, execute, and manage the annual marketing and communications calendar and key messaging, including social media platforms.
3. Develop and execute marketing initiative plans: Create marketing plans that align with the organization's strategic goals and target audience. Work with leadership and development team to develop campaign themes, messaging, and tactics that resonate with the audience.
4. Keep the website updated, fresh and on point as the lung cancer field evolves. Manages and edits the website (WordPress); reports on analytics, maintains SEO, and regularly maintains event pages and all aspects of the site.
5. Help create and manage the annual fundraising campaign's marketing projects from concept to completion, including timelines, budgets, and resource allocation.
6. Annual fundraising campaign execution:
 - Work with executive director to create monthly newsletters that promote our brand and continually educate about lung cancer.

- Develop and execute marketing projects across various channels, including digital, social media, email, print, and events. Ensure campaign and marketing projects are on-brand, meet quality standards, and are effective in engaging the target audience. Develop and publish clear, compelling, and creative communications that inspire people to donate, volunteer, and partner with CSAF.
- Continually seek and write up survivor stories to drive hope among other patients and survivors.

7. Analyze data and report to leadership quarterly on marketing data to measure marketing effectiveness and optimize future fundraising campaigns. Use data to inform decision-making and provide regular reporting on campaign performance.

8. Work closely with the executive director and other staff to ensure marketing campaigns are integrated with other organizational initiatives. Collaborate with internal and external partners, including vendors and volunteers to execute campaigns. Ensures detailed writing, proofreading, and editing throughout the organization.

QUALIFICATIONS:

- Four-year degree in marketing, communications, or related field.
- Minimum 3-5 years of experience in marketing project management, preferably in a nonprofit environment.
- Strong writing skills, preferred AP style writing (a writing test will be conducted in the second interview)
- Strong project management skills, including the ability to manage multiple projects simultaneously and meet deadlines.
- Experience developing and executing integrated marketing campaigns across various channels.
- Knowledge of digital marketing strategies and tactics, including social media, email marketing, and digital advertising.
- Strong analytical skills and experience using data to inform decision-making.
- Excellent written and verbal communication skills for daily phone, email, virtual, and in person interactions.
- Familiarity with Raiser's Edge database a plus.
- Collaborative team player who can multi-task to work effectively with team and self-start during home hours.
- Detail oriented and has a proactive approach to managing time-sensitive and competing workloads.
- Enthusiastic self-starter who likes to ideate and take initiative.
- Professional demeanor with ability to maintain confidentiality.
- Passion for the mission of A Breath of Hope Lung Foundation.
- Due to the vulnerable nature of our program participants, all employees must receive key COVID vaccinations

REPORT STRUCTURE: This position reports directly to the executive director with a dotted reporting line to the program director and works frequently with the event and development managers.

HYBRID WORK ENVIRONMENT: A Breath of Hope Lung Foundation offers a hybrid work environment with three eight-hour days/week required in the Minnetonka, Minnesota office (Monday-Wednesday preferred), and two days worked from home, the Minnetonka office, or another work environment of your choosing.

BENEFITS: A Breath of Hope Lung Foundation offers competitive salaries, a medical stipend, generous PTO, a hybrid and flexible work environment, and retirement benefits.