

**Title:** Director of Marketing

**Reports to:** Chief Operational Officer

**Position Type:** Volunteer position

**Contact:** Send questions to [yanet.velazquez@hopestrong.org](mailto:yanet.velazquez@hopestrong.org)



**Duties and Responsibilities:**

- Develop and execute the strategic marketing plan for HoPe.
  - Develops innovative marketing campaigns and supervises implementation.
  - Develop strategies for the management and expansion of HoPe's social media presence
- Ties all marketing activity back to organizational goals. Keeps the big picture in focus.
- Be the eyes, ears and mouth of the marketing team as a whole.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, annual report, brochures, and HoPe's website.
  - Manage print and mail house production needs and scheduling
- Manage editorial calendar – what goes out, when and to whom. Responsible for ensuring good mix of original and repurposed content, and taking a multi-channel, integrated approach to sharing content with the community.
- Lead the marketing team.
- Key point of contact for all major internal and external relationships. Cultivate relationships with reporters and pitch stories.
- Conduct Market Research – Primary, Secondary, Targeting, Segmentation, Analytics
  - Focus groups
- Track and measure the level of engagement within the network over time.
  - Google analytics, social media platforms, etc.
- Manage the HoPe Brand. Ensures consistent look, style, and feel for communications and educating team on brand.
- Research current marketing trends and ensure HoPe is updated on these trends
- Develop reports for analysis of marketing data
- Research youth oriented brands and develop a strategic plan of action.
  - Goal in mind is to partner them with HoPe
- Research celebrities and develop a strategic plan of action.
  - Goal in mind is to receive celebrity endorsements.
  - Develop and implement celebrity HoPe picture campaign.
- Manage marketing budgets.
- Manage strategic branding at all HoPe events in collaboration with the Director of Signature Events.
- Research in-kind marketing opportunities.
  - Ie. Billboards, Google Adwords, etc.
- Coordinate presence of HoPe at relevant Marketing/Branding tradeshows and conferences



**Qualifications:**

- College student or young professional
- Demonstrated interest/experience in Marketing field
- Outstanding written and verbal communication skills in English and Spanish required
- Energetic, personable, and creative with an ability to relate well to diverse populations
- Deadline oriented and able to take initiative and work well under pressure
- Strong ability to plan and manage multiple projects with high attention to detail
- Demonstrated success in collaborating with media, vendors, and internal constituencies to build brand awareness and exposure
- Good project and time management skills
- Ability to effectively lead teams
- Excellent organizational skills
- Ethical and moral character
- Strong analytical skills
- Strong leadership skills
- Proficiency in Microsoft Office, including Word, Excel, and PowerPoint, Google Drive and social media platforms (Facebook, Twitter, YouTube, etc.) required.
- Must be willing to commit for the whole 2017-2018 academic year
- Strong commitment to HoPe's mission and values

**Time Commitment:**

- 10-15 hours per week.

*\*We are open to working with academic institutions for this position to count as internship credit. Please indicate in application if you are interested in pursuing this.*