

**INTERNAL JOB POSTING**

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| **Date Posted: 11/06/2020** | **Date Expires: 11/13/2020** |
| **Position title: Marketing Director** | **Reports to: Chief Development Officer** |
| **Department: Marketing** | **Status: Full time** |
| **Position type: Sr. Staff** | **Relevant work experience: 10+ years** |

**Position summary:** This position is responsible for Homeboy Industries overall brand management; expanding Homeboy Industries’ global partnership reach to corporations, organizations, and individuals who can advance Homeboy’s mission; and serving as a strategic thought leader to enable ambitious revenue and fundraising growth from Homeboy’s social enterprises and comprehensive campaign initiatives.

**Essential Duties:**

* Lead in developing a marketing plan that supports the organization’s strategic priorities utilizing both traditional and digital communication.
* Build organizational capability in defining and reaching the target audiences of Homeboy Industries, including demographics, key metrics, lifestyles, preferences, needs, desires, and societal pressures.
* Partner with internal teams responsible for our strategic priorities (programming, social enterprises, e-commerce, development, corporate partnerships) to supervise marketing and promotional plans for target audience with measurable goals and objectives.
* Champion marketing and branding efforts for Homeboy Industries social enterprises, including marketing campaigns, data analytics, and e-commerce/digital sales initiatives.
* Support the Executive Team by providing recommendations on prioritizing marketing initiatives to grow brand reach and revenues while stewarding internal resources.
* Work directly with the Manger of Media Relations and other communication assets to ensure collaboration on print and digital assets to meet the needs of the organization.
* Overall Project Management for the Marketing Department, including managing the annual planning calendar and budgeting for the Marketing Department.
* Oversee Homeboy Industries’ content creation (print and digital) on all platforms for marketing and communications purposes.
* Report on key metrics to Executive leadership, providing campaign updates and quarterly reports on Marketing initiatives.
* As it relates to the Marketing Plan and any Marketing Department needs or projects, speak into the development and production of copyrightable works (print, photography, film, music, visual arts, etc.) for distribution in various media and formats.
* Participate in (and contribute to) meetings as appropriate including weekly all-staff meetings, Leadership Team meetings, periodic Executive Team meetings, and planning and budget meetings.
* Manage and lead marketing staff as well as oversee partnerships with creative agency partners and consultant resources.
* Attend, plan and participate in significant Homeboy events as needed and/or assigned, including annual gala, community events, and staff events.

**Qualifications and Experience:**

* Ten+ years in marketing and brand management, leading teams to implement strategic campaigns to advance mission and achieve growth-oriented objectives.
* Track record of working as a change agent with senior level leaders to build infrastructure and systems in enhancing organization’s marketing and revenue generating capabilities.
* Significant experience implementing marketing campaigns in both for profit and non-profit environments, with notable goal achievement in driving business sales and fundraising in traditional and digital channels (e-commerce, digital philanthropy).
* Experience leading creative teams and/or agencies to produce and implement websites, multimedia, brochures, direct mail, annual reports, and other organizational collateral that reflects brand image and moves markets to action.
* Highly motivated self-starter with ability to embrace a spirit of entrepreneurship and flexibility in order to meet ambitious goals that support Homeboy Industries’ mission.
* Strong editorial sensibility and skill set – must have strong background in using storytelling across marketing platforms to engage target audiences and achieve target goals.
* Proven supervisory experience, with ability to coach and develop an effective team.
* Knowledge of and proficiency in Windows/MS Office/Internet/Social Media (Facebook/Twitter/Instagram, etc.) and applicable marketing-related applications and platforms.
* Bachelor’s degree (Masters or MBA preferred) in Marketing or a related field, or equivalent knowledge and work experience.
* A strong alignment with Homeboy Industries’ mission and a passion for social justice.

**If you are interested in applying for this position, please complete the internal application form and submit to Human Resources along with a copy of your resume.**