



Job Description

Marketing Manager

Summary

The Manager of Marketing is responsible for developing, enhancing, and maintaining the council's brand and image. The incumbent takes a leadership role in creating, implementing, and managing strategies for capital marketing campaigns, public relations, and media to promote Girl Scouting to internal and external constituents. A key aspect of this position is building and maintaining strong, collaborative partnerships with internal teams and external vendors and audiences with the ultimate goal of increasing girl and adult membership and gaining financial and community support.

Essential Functions

Develops and executes council-wide strategic marketing and public relations plans with goals, policies, and procedures.

Oversees the development and implementation of a variety of marketing initiatives (avenues include paid and in-kind television, radio, and print advertising; social media; web; digital; and direct mail) to generate leads for girl members and adult volunteers throughout the council jurisdiction.

Responsible for budget creation and monitoring related to marketing campaigns.

Supervises the design, branding, and production of all marketing materials, including but not limited to council publications and print materials.

Actively cultivates and maintains favorable relationships with local and mainstream media across council jurisdiction.

Serves as public relations lead and as the council's designated spokesperson as necessary and appropriate with the ability to identify internal subject matter experts (staff and members) for public speaking opportunities.

Aggressively seeks media opportunities to support the recruitment of girls and adults, promote Girl Scout programs, and attract new funding sources.

Prepares speeches and design presentations for senior leadership and/or council initiatives with a key focus on communications for the CEO (speeches, scripts, etc.).

Analyzes market trends, gathers customer insights and recommends changes to marketing strategies and plans based on analysis and feedback.

Develops and maintains a working partnership with volunteers that encourages the exchange of public relations and marketing opportunities, capitalizes on local knowledge and positively promotes Girl Scouts.

Works collaboratively with all functional areas of the council to develop media campaigns, communications pieces and messages that support and achieve the council's Membership, Product Program, Camp/Outdoors, Fund Development, and Special Events goals.

Supports the Council's strategic goals and mission as an active and engaged member of the GSGMS team.

Other duties as assigned.

Experience and Qualifications

Bachelor's degree required with a preferred emphasis in fundraising, marketing, public relations, or business.

Minimum five years of work experience demonstrating competency in direct marketing, communication, public relations, graphic design or related experience.

Managerial experience developing and administering a marketing program required.

Portfolio to provide evidence of work products/samples.

Demonstrated progressive responsibility and related experience with graphic arts, marketing, website architecture, and electronic communications.

Excellent written and verbal communication, organizational and time management skills focused on planning, implementation, and collaboration

Necessary project management skills include formulating short- and long-term project goals, objectives, schedules, and priorities in line with council and department goals, anticipate issues, obstacles, or opportunities that may impact plans or actions, establish courses of action for accomplishing goals while attending to and incorporating information obtained during day-to-day administrative tasks.

Task-oriented, must be able to quickly shift from project to project at a moment's notice and still complete the work.

Knowledge of budget development and administration.

Computer skills preferred include MS Word, Excel, PowerPoint, Outlook, and donor database.

Strong organization and analytical skills, self-starter, and detail oriented; able to manage multiple projects in a timely manner.

Proven track record of accomplishing goals while balancing multiple priorities.

Knowledge of marketing strategies and techniques.

Ability to work a flexible schedule (including nights and/or weekends) and a willingness to travel.