



Job Title	Responsible To	Date Approved
Director of Marketing	President & CEO	September 1, 2020

POSITION SUMMARY

The Director of Marketing advances the mission of Community Foundation of North Central Wisconsin (CFONCW) by strategically communicating CFONCW's brand and value proposition in a consistent and high-profile manner. This position oversees all internal and external communication functions of the Foundation. Vehicles for the distribution of these messages include, but are not limited to: electronic and print publications, website, social media, news media, events, and video. In carrying out these activities the Director of Marketing will work with other staff to develop key materials and messages for their constituencies, and secure design and other consultant expertise as needed.

MAJOR RESPONSIBILITIES

- Work closely with Foundation staff to coordinate appropriate communications and public relations efforts to communicate to segmented audiences and increase visibility in the community.
- Leads development and execution of annual marketing plan and budget that supports all aspects of the Foundation's work.
- Maintains an understanding of philanthropic and community issues and trends.
- Supports Foundation staff in developing and executing consistent communications including but not limited to agreements, donor materials, cards, acknowledgements.
- Manage the Foundation's online presence through the website, social media, and email.
- Leads or supports with appropriate staff, development and dissemination of press releases, blog posts, advertisements, talking points, flyers, and brochures.
- Produce annual report, electronic and print newsletters, and other CFONCW collateral
- Supports staff and Board development in the areas of communicating Foundation priorities, including providing or identifying appropriate trainings to strengthen communication skills and marketing strategies.
- Provides coordination for foundation events, outreach initiatives and yearly annual appeal.
- Performs crisis management public relations duties as needed.
- Oversees and maintains CFONCW's brand and image.
- Develops and implements tracking and survey methods to assess image/branding, awareness, and perceptions.

QUALIFICATIONS & REQUIREMENTS

- Strong interpersonal skills; excellent verbal and written communication and presentation skills
- Ability to write compellingly for varied audiences and communication channels
- Strong organizational and project management skills; attention to detail
- Proficient in MS Office, Adobe Suite, Outlook, web content management, social media platforms, graphic design & desktop publishing
- Strong work ethic / ethical compass / ability to maintain confidentiality

EDUCATION AND/OR EXPERIENCE

- Undergraduate degree required
- A minimum of three years of experience in marketing or related field
- Nonprofit experience preferred

