



## Job Description

**Position Title** - Marketing Lead

**Goal of the position** - To plan and lead marketing and outreach activities for the Kindness Initiative. The Marketing Lead works closely with the Fundraising Lead; he/she is a highly motivated, creative individual with experience and a passion for connecting with current and future Constituents (Donors, Members, and Volunteers).

**Role** - The Marketing Lead is responsible for developing and leading *Kindness Initiative* marketing efforts, and helping to build our brand.

### Responsibilities

- Lead marketing efforts, and oversee other volunteers on the Marketing Team, as well as identifying other volunteers for Marketing efforts.
- Analyze current marketing strategies and develop new and improved marketing practices
- Work closely with the Social Media Lead and participate in the planning and scheduling of social media marketing
- Take part in the creation of new marketing programs and develop related materials
- Use Google Analytics to examine how our online marketing practices are working and make suggestions for changes based on your findings
- Prepare press releases and announcements related to new product launches and any other changes in the company
- Review and edit teammates' marketing copy for grammatical correctness and appropriate style, and accept and apply constructive criticism from others on your own writing
- Enforce brand marketing guidelines in trademarks, logos, and publications.
- May represent the Kindness Initiative and promote its work at public meetings and events.

### Qualifications and Experience

- Experience leading and/or coordinating marketing for nonprofit or cause-related organizations
- Displays exceptional time-management and organizational skills as needed for meeting deadlines
- Strong communication skills and outgoing personality
- Creative problem-solving skills
- Experience developing strategic branding plans, such as communication campaigns, commercialization strategies (Preferred)
- Demonstrates a professional demeanor whether speaking to others in person, over the phone, via email or through letters.
- Works well alone as well as under direct supervision.



**Time Commitment** - 3-5 hours/week

- Developing marketing pieces and plans
- Meeting w/ supervisor and Team

**Supervision/Training**

- The Marketing Lead reports to the Coordinating Director
- Annual training & professional development opportunities