



## Job Description

<b>Job Title:</b> Director of Marketing	<b>FLSA Status:</b>
<b>Department:</b> Marketing	<b>Reports To:</b> President & CEO

### **Purpose:**

The mission of Prevent Child Abuse America is to prevent the abuse and neglect of our nation's children. The Director of Marketing reports directly to the CEO and provides support to the Prevent Child Abuse America national office and technical assistance to the chapter and Healthy Families America networks, as well as serves as the primary point of contact for matters pertaining to marketing and marketing campaigns from the networks and other national partners and the national office. The Director of Marketing plays a critical role in partnering with the senior management team in strategic decision making and operations at Prevent Child Abuse America.

### **Essential duties and responsibilities:**

The Director of Marketing is accountable for:

- Overseeing the planning, development, and execution of the organization's marketing and advertising initiatives
- Managing the Prevent Child Abuse America, Healthy Families America, and Pinwheels for Prevention brands for the organization, including establishing brand usage policies and materials; providing national staff, board, and networks with templates of various materials, (e.g., letterhead and memoranda) to ensure consistent look and feel; overseeing the consistent use of the brands by national office staff, board, and networks; overseeing the consistent implementation of the brand by partners, including monitoring and managing any infringements upon the brand; and largely ensuring the brands are only associated with credible and worthy efforts
- Managing of the Pinwheels for Prevention campaign, including national campaigns promoting the pinwheel as the national child abuse prevention symbol; product development and quality control (pinwheels and related products), inventory management and sales to the networks, partners, and the public in partnership with a vendor that manages the product program for the organization; developing national pinwheel events in major markets designed to generate national media coverage and engage corporate and organizational partners
- Increasing revenue for the organization through successful marketing by using market research, marketing communications, advertising, and public relations
- In coordination with department leads, develop and manage e-communications to donors, supporters, and networks
- Serving as the primary contact with cause-related marketing consultants to expand the organization's roster of partners and revenue generated through them
- Maintaining the set of due diligence screens through which all prospective corporate partnerships, including cause-related marketing opportunities, are reviewed
- Supporting, and collaborating with colleagues on the management—and expansion of—the organization's main association relationships
- Implementing corporate and cause-related marketing opportunities to also benefit the chapter network
- Market and help manage special events



- Seeking, managing, and expanding media partnerships to help promote the organization's mission and engage more individuals in our work
- Seeking recognizable individuals from a variety of fields, such as entertainment, writing, music and sports, to promote the organization, help heighten its national awareness, and leverage their renown to engage and inspire the public to take action to benefit the organization
- Supporting and advising the networks by developing and writing support materials and brochures
- Contributing to the achievement of the national office's strategic plan
- Working collaboratively with the other national office senior managers to meet the organization's mission
- Serving as a member of the Senior Advisory Group
- Recommending an annual budget for the areas of supervision
- Managing, supervising, and directing all staff or volunteers in the marketing area

**Please note that this list of duties and responsibilities is not all-inclusive and may be expanded to include other duties and responsibilities as management may deem necessary from time to time.**

**Expectations:**

- Behave ethically: Understand ethical behavior and business practices, and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization
- Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency
- Build relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization
- Communicate effectively: Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques
- Creativity/Innovation: Develop new and unique ways to improve operations of the department and to create new opportunities
- Make decisions: Assess situations to determine the importance, urgency, and risks and make clear decisions that are timely and in the best interests of the department
- Solve problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem
- Think strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization.

**QUALIFICATIONS:**

**Education and/or experience:**

- Bachelor's degree with emphasis on marketing, communications, business, or related field.
- At least 10 years of related experience.



**Language skills:**

- Excellent communications skills, including both written and verbal

**Other qualifications:**

- Excellent project management and organizational skills
- Proficiency with Microsoft Office products, including Word, Excel, PowerPoint, and Publisher
- Knowledge of email marketing platforms, such as Constant Contact and Pardot, and Salesforce CRM platform desired

**Travel required:**

- Travel may be required at various times of the year for Prevent Child Abuse America efforts.

**Work environment:**

- Employee must be able to come into the national office for work in accordance with current management directives

**Compensation:**

- Benefits include health, dental, life, vision and disability insurance, 401(k)
- Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with the Prevent Child Abuse America Employee Handbook; part-time employees receives pro-rated days.
- Salary is commensurate with educational and professional experience

**To apply:**

Email your resume, cover letter, and salary history to:

Miguel Tovar  
Chief Financial Officer  
Prevent Child Abuse America  
228 South Wabash Avenue 10<sup>th</sup> Floor  
Chicago, IL 60604  
mtovar@preventchildabuse.org

APPLICATIONS WITHOUT RESUME, COVER LETTER, AND SALARY HISTORY WILL NOT BE REVIEWED. NO PHONE CALLS, PLEASE.

Prevent Child Abuse America is an Equal Opportunity Employer.