

Job Description

Sr. Dir. of Marketing & Brand Partnerships



Department:	Marketing
Job Title:	Sr. Dir. of Marketing and Brand Partnerships
Reporting to:	CEO
FLSA Status:	Exempt
Date Prepared:	July 15th, 2024
Location:	Remote, with 25% - 30% travel
Salary:	Commensurate with experience

Job Summary:

We are seeking a seasoned marketer and brand builder to join our team as the Sr. Director of Marketing & Brand Partnerships. In this role, you will be responsible for developing and executing marketing strategies to enhance our organization's brand awareness, engagement, and impact. Reporting to the CEO, you will collaborate closely with all team members and the board of directors to ensure that our brand messaging is consistent, compelling, and aligned with our mission and values – driving the direction of marketing, advertising, and brand amplification, to take the organization to the next level.

Key Duties and Responsibilities:

Brand Strategy Development:

- Collaborate with leadership to define and refine the organization's brand identity, positioning, and messaging.
- Conduct research as needed to analyze market segmentation and trends to inform brand strategy and differentiation.
- Develop the annual marketing plan to address communication needs – with an eye toward national (and global) expansion.
- Develop and maintain brand standards to ensure consistency across all communications and touchpoints, developing a brand design system if necessary.

Content Creation & Management:

- Oversee communications strategy that supports the organization by properly targeting recipients (children/teens), caregivers, donors, and other external stakeholders.
- Work with internal and external partners to produce engaging and impactful content, including videos, PR content, social media, and collateral. Develop the organization's first-ever annual report.
- Oversee content development and revamp of existing website for external stakeholders.
- Develop marketing collateral to support various departments, highlight our program offerings, support fundraising events, and support growth and strategy efforts.
- Identify new areas of opportunity, thinking out of the box to develop events and marketing programs that set the organization apart and deliver higher ROI.
- Manage content calendars and ensure timely delivery of content to support ongoing campaigns and initiatives.

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Digital Marketing:

- Optimize digital marketing campaigns to increase brand visibility and engagement.
- Utilize web, social media platforms, SEO, SEM, and email marketing to reach target audiences and drive desired actions.
- Identify and work with vendors as needed to support stronger digital growth.
- Monitor and analyze campaign performance metrics to optimize strategies, gain insights, and maximize ROI.
- Collaborate with the Programs Department to develop and execute product (program) launches and promotions.

Community Engagement & Partnerships:

- Cultivate relationships with key stakeholders, including partners, influencers, donors, volunteers, partner organizations, and the media.
- Secure opportunities for collaboration and partnerships to establish and amplify MBF's brand presence and impact.
- Identify, cultivate & steward brand partnerships that enable partnering brands to leverage their marketing dollars, or percentage of sales, to protect children. These partnerships will support MBF's efforts to save lives and keep children safe through prevention education.
- Represent the organization at events, conferences, and networking opportunities to raise awareness and foster community support.

Brand Monitoring & Evaluation:

- Develop strategies to increase brand awareness.
- Monitor brand health and reputation across various channels and oversee the MBF team to respond to feedback and inquiries in a timely and professional manner.
- Track and report on key performance indicators (KPIs) related to brand awareness, engagement, and conversion.
- Conduct regular evaluations to assess the effectiveness of brand marketing efforts and identify areas for improvement.

Team Oversight & Organizational Support

- Supervise & manage direct reports and or external resources as required.
- Establish a culture of accountability, support, and transparency.
- Serve as a member of the Executive Leadership Team

The above-cited duties and responsibilities describe the general nature and level of work performed by someone assigned to this job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.

Key Qualifications:

- Bachelor's degree in Marketing, Strategy, Communications, or related field (or equivalent experience). Master's degree ideal but not required.

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- Analytical and strategic thinker, able to build on multi-year plans that are aligned with organizational goals.
- Proven experience in brand marketing and campaign development.
- Strong creative and strategic skills, with the ability to develop innovative and impactful campaigns that leverage new thinking.
- Excellent written and verbal communication skills, with attention to detail and accuracy.
- Ability to make data-driven decisions for more effective use of marketing funds.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Has a natural disposition for being highly collaborative, regardless of stakeholder(s).
- Has a passion for the mission and values of the nonprofit sector, with a commitment to making a positive difference in the community.
- Ability to be self-motivated with minimal direction.
- Naturally adept at creative problem-solving.
- Proven team leadership, effective at building consensus and motivating people to do their best work.
- Fundraising or earned revenue model experience a plus but not required.

About the Foundation:

The Monique Burr Foundation for Children (MBF) is a nonprofit organization that was founded by Edward E. Burr in 1997 on the one-year anniversary of the death of Monique Burr, his late wife, to continue her legacy of child protection and child advocacy. MBF's mission is to protect children by providing the best comprehensive, evidence-based prevention education programs that address child abuse, exploitation, bullying, cyberbullying, human trafficking, digital abuse, and other digital dangers.

Consider supporting our mission to create meaningful change and make a lasting impact in the lives of countless youth around the globe. Together, we can educate and empower children and adults with information and strategies to prevent, recognize, and respond to issues that endanger our children. If you are a dynamic and motivated individual with a passion for storytelling and social impact, we would love to hear from you! Apply now to be part of our team.

Interested candidates please submit a resume and cover letter to jobs@mbfpreventioneducation.org.

MBF is an equal opportunity employer and does not discriminate based upon an individual's race, creed, national origin, sex, age, marital status, sexual orientation, handicap, disability, genetic information, veteran status, military reserve unit obligations or any other classification protected by applicable law.