

MARKETING DIRECTOR



DESCRIPTION

MEER (Mirrors for Earth's Energy Rebalancing) seeks a highly skilled marketing director to strategize, develop and lead a digital marketing plan that will broaden attention and awareness of our nonprofit's mission: solving the global climate crisis, and increasing public engagement. Our ideal candidate will have a passion for solving the climate crisis, extensive marketing experience, a comprehensive knowledge of branding and digital marketing. This person will have the ability to lead a team of volunteers to carry out the marketing plan.

OBJECTIVES OF THIS ROLE

- Collaborate with the core leadership team to uncover insights and strategies to develop and implement marketing and branding strategies
- Identify short-term and long-term goals for the marketing team
- Create and oversee a social media marketing strategy including Facebook, Twitter & Instagram
- Build a marketing team of volunteers
- Lead, budget, and resource needs, including the development and management of a modest annual marketing budget, expenditure spending, and other financial considerations
- Understand key marketing performance metrics, tracking tools, and trends in climate crisis awareness and engagement in order to provide market research and translate results into actionable insights for the marketing team, including fundraising campaigns.
- Build brand awareness and positioning





RESPONSIBILITIES

- Organize and attend meetings with the marketing team
- Create an effective and efficient marketing strategy focused on growing audiences and participants with MEER projects
- Spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations
- Manage conception, development, and implementation of marketing plans and strategies, product concepts, and promotional programs to drive interest
- Identify tactics to reach potential partners
- Oversee the creation of marketing materials such as digital posters, brochures, and other announcements
- Collaborate with tech dept to hone website to a coherent and attractive style that reflects our branding
- Optional: Attend weekly one-hour teamwide meeting on Sunday

SKILLS AND QUALIFICATIONS

- Successful track record in senior marketing roles and creating marketing campaigns
- Excellent leadership, interpersonal, written and oral communication, and decision-making skills
- Attention to detail
- Experience with digital and print marketing, content marketing, and social media marketing
- Established portfolio
- Strong copywriting skills
- Fluency in English

