

Marketing Manager

Purpose: To strengthen ZoeCare's reputation amongst potential patients and donors, increase patient numbers, and increase income revenue.

Description: The Marketing Manager coordinates and oversees ZoeCare's advertising, events, and marketing efforts to both patients and donors. He or she heads up ZoeCare's social media presence and online strategy.

Reports To: Development Director

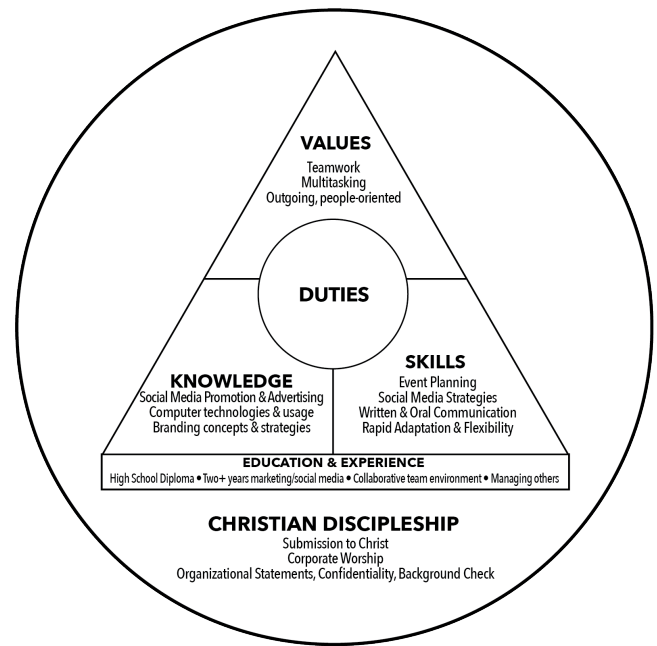
Supervises: Staff and Volunteers during events

Weekly Hours: 20 (up to 24 hours or more during times of significant or multiple events)

Strategic Importance: The Marketing Manager promotes ZoeCare's message to patients and donors so that the organization can impact as many people as possible and provide the funds to do so.

Christian Discipleship: These core characteristics are required for all employees and volunteers.

- Submit to Christ's leadership and guidance.
- Participate in corporate worship at a local Christian church.
- Agree with ZoeCare's *Organizational Statements*, conform to and sign the ZoeCare confidentiality statement, and document completion of a Montana criminal background check.



CORE COMPETENCIES: Marketing Manager

Duties:

- Develop and implement strategies for ZoeCare to engage the community in regard to advertising to patients, MSU patient outreach, donor acquisition and cultivating, and fundraising.
- Take the lead in planning and executing ZoeCare events, including negotiating facility contracts and booking event facilities, arranging food and beverages, ordering supplies, making travel arrangements, and ensuring appropriate décor to meet the quality expectations of ZoeCare.
- Create and implement an ongoing plan to reach MSU students with the awareness and message of ZoeCare. Act as the lead for all MSU events and contracts (e.g. sporting events, Catapalooza etc.).
- Conduct research and find resources to help staff make decisions about event possibilities.
- Pursue new ways to build ZoeCare's brand recognition.
- Propose new ideas to improve the event planning and implementation process.
- Serve as liaison with vendors or churches on event-related matters.
- Prepare and oversee materials needed for church fundraising (e.g. Baby Bottle Campaign, etc.).

- Ensure all events are completed to ZoeCare's standards and all relevant results and details are thoroughly recorded.
- Assist with preparing budgets and provide periodic progress reports for each project.
- Keep track of event finances including check requests, invoicing, and reporting.
- Prepare and modify event contracts as requested and approved.
- Assist in organizing and writing newsletters and appeals.
- Oversee the creation and delivery of ZoeCare's monthly enews.
- Oversee all social media and online communication, making sure ZoeCare's online presence is kept up to date.
- Lead the Engagement Team.
- Other duties as assigned.

Knowledge:

- Social media promotion and advertising.
- Computer technologies and usage.
- Branding concepts and strategies.

Skills:

- Event planning.
- Social media strategies.
- Excellent written and oral communication.
- Rapid adaptation and flexibility.

Values:

- Teamwork.
- Multitasking.
- Outgoing, people-oriented.

Education & Experience:

- High school diploma.
- Two+ years marketing and social media management experience.
- Experience working in collaborative team environment.
- Experience managing others for a shared goal.