



Marketing Director

Position Summary:

The Marketing Director is a strategic and skilled professional who is responsible for amplifying the CASA mission through the development and execution of the overall marketing and brand strategy, including brand management, marketing asset planning and management, storytelling, event and fundraising promotions, and media relations. As a strategic partner and subject-matter expert, the Marketing Director will build and nurture relationships with key partners, network affiliates, volunteers, board members, donors, and vendors. Reporting to the Executive Director, this position works collaboratively with senior leaders, board members, and others to align the brand messaging to target audiences and objectives, in conjunction with the Communications and Donor Relations Manager.

Key Function Areas:

- Marketing Strategy and Brand Management
- Campaign Planning and Execution
- Asset Development and Adaption
- Event Promotion and Execution
- Storytelling and Recognition

Key Responsibilities:

- Develop and execute marketing strategy in alignment with long-range plan goals and objectives
- Devise and manage marketing initiatives and recruitment campaigns
- Oversee integrated marketing of written content for branded emails, social media posts and campaigns, offline marketing material, web-based stories, and newsletters
- Design and manage public-facing programming, video content, and promotions
- In collaboration with Communications Manager, plan and collaborate on key projects, donor communications, network communications and online content
- Identify opportunities for new content and public relations-based projects that support volunteer recruitment, awareness, and community outreach
- Coordinate event promotions for signature events and support execution and programming aspects
- Plan and administer community outreach and initiate new collaborations
- Build and maintain strategic partnerships with corporate sponsors, organized groups, association, civic and service clubs, and others
- Manage media relations and outreach through regular communication with media outlets, key contacts, and earned

Preferred Qualifications:

- Bachelor's degree and minimum 3 years of demonstrated success in marketing, communications and/or public relations, nonprofit or public administration, and/or project management
- Experience managing advertising campaigns brand standards, creative direction, and client

relationships

- Familiarity and sensitivity to opportunities and challenges supporting an independent, affiliated network
- Support culturally responsive and inclusive practices and approach to communications and fundraising
- Ability to effectively influence both internal and external stakeholders
- Well organized and self-motivated
- Excellent computer skills and experience with Microsoft Office software, In-Design, Photoshop
- Experience in event management and storytelling with an eye for design

Additional Skills Sought:

- Creative and graphic design drafting and editing
- Video direction and story boarding
- Coaching and supervisory experience
- Interest in learning and appreciating the richness and diversity of the state

Travel:

10 – 15% travel, mostly in-state, single-day trips based on availability with less frequent overnight, multi-day visits, trips, or statewide meetings and events.

Compensation:

- Starting Salary - \$72,000 - \$75,000
- Benefits - Competitive health, dental, vision, and retirement offerings

Office Environment:

- Mission-focused; affiliate and volunteer-centered
- Collaborative, supportive, and adaptive
- Compassionate, inclusive, and connected
- Hybrid-friendly
- Flexible

Georgia CASA is an equal opportunity employer and prohibits discrimination based on race, ethnicity, color, age, gender, gender identity, gender expression, national origin, ancestry, citizenship, marital status, sex, sexual orientation, religious or political affiliation, physical ability, military status, genetic information or any other basis of harassment or discrimination under federal, state, or local law.

Detailed Position Description

Marketing Strategy

- Development and execution of marketing strategy in alignment with the long-range plan
- Devise and manage marketing initiatives and recruitment campaigns
- Perform marketing research to better identify target audiences and needs
- Collect data to continually improve quality and effectiveness of marketing initiatives
- Provide consultation and acts as a resource for affiliate marketing and public relations initiatives
- Staff the Marketing Committee of the Georgia CASA Board

Brand Management, Design, and Resource Creation

- Oversee integrated marketing of written content for branded emails, social media posts and campaigns, offline marketing material, web-based stories, and newsletters
- Design and manage public-facing programming, video content, and promotions
- In collaboration with Communications Manager, plan and collaborate on key projects, donor communications, network communications and online content
 - Creation and maintenance of a style guide and brand voice outline for all marketing, advertising, fundraising and recruitment activities
 - Coordinate graphic design and packaging of all published resources, tools, curricula, and reports.
 - Review content documents across all departments for relevancy, consistency, and brand compliance
 - Maintain consistent public image on related social outlets, giving and volunteer platforms, and charity rating clearinghouses
 - Review projects across the organization to ensure adherence to style guidelines, values, and accuracy.
- Identify opportunities for new content and public relations-based projects that support volunteer recruitment, awareness, and community outreach

Outreach, Recognition, Engagement and Relationship Management

- Coordinate event promotions for signature events and support execution and programming aspects
- Plan and administer community outreach and initiate new collaborations
- Represent Georgia CASA at partner and public events geared towards increasing awareness and elevating the reputation
- Seek opportunities to recognize and share the stories and successes of individuals, affiliates, partners and supporters
- Build and maintain strategic partnerships with corporate sponsors, organized groups, association, civic and service clubs, and others

Media Relations and Crisis Communications

- Manage media relations and outreach through regular communication with media outlets, key contacts, and earned
- Support and coach team and network in media training and preparation
- Assist with crisis and responsive communications and requests

Office Culture:

Georgia CASA is an established, mid-sized nonprofit organization that through its committed, dedicated staff, trusted advocates, board leaders, and network staff, advocate for the best interest of children and their families and work to advance system change. Our work is concentrated on strengthening and supporting the local affiliates, through collaborative efforts, relationships, and appreciation and understanding of community-driven action.

Members of the Georgia CASA team become proficient in recognizing and celebrating the diversity and uniqueness of our state - its people, beauty, and struggles - through our time in service with local advocates, on-site visits and trainings, and ongoing contact with network advocates. We recognize the role of individuals, empowered with knowledge and personal experiences, in effecting change within communities, our organization, and the CASA network.

Together, we uphold an inclusive, welcoming, and compassionate environment in which to serve, grow, lead, and learn. We strive for quality, equity, connectedness, and stability and seek others who share in these furthering these attributes. We are accountable to each other, our network advocates, our supporters, the judiciary, our partners and, above all, the children and families of the state.

To apply: Submit cover letter and resume to resumes@gacasa.org by July 9th.