

THE VAN WERT COUNTY FOUNDATION

DIRECTOR OF MARKETING AND COMMUNICATIONS

- Full-Time, Salaried, Exempt
 - Reports To The President And Chief Executive Officer (CEO) Of The Van Wert County Foundation
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OVERVIEW

The Director of Marketing establishes the marketing strategy of The Foundation family by developing, planning, and overseeing the implementation of all marketing, communication, and public relation initiatives. The Director of Marketing is responsible for establishing processes and overseeing the workflow of deliverables. The Director of Marketing is responsible for the return on investment of marketing initiatives for The Foundation family of brands.

GENERAL RESPONSIBILITIES

1. Abide by vision, mission, and values of The Foundation.
2. Develop marketing strategies for new brands, products, and services.
3. Develop, plan, and oversee the implementation of both an immediate and a long-term marketing strategy to support The Foundation family objectives.
4. Establish processes and oversee the workflow of deliverables to support the action plan.
5. Establish and manage brand standards for The Foundation brand and oversee The Foundation family of brands.
6. Cultivate audiences, build relationships, and establish diplomacy.
7. Maintain an attitude of continuous improvement by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional organizations.

POSITION REQUIREMENTS

- Self-motivated, team-oriented, resilient, and adaptive to change.
- Positive attitude with exemplary customer service.
- Attentive to detail and creative problem solver.
- Ability to prioritize tasks and maintain strong organizational skills.
- Ability to create and navigate appropriate financial reporting, analysis, and interpretation of data.
- Excellent public speaking, written, and graphic communication skills.
- Proficient with technology necessary to complete prescribed tasks, including Google Suite, Google Analytics, Adobe Creative Suite, WordPress, Meta Business Suite, LinkedIn, Twitter, and YouTube.
- Fluency in a Mac environment.
- A degree and significant experience in marketing, communications, or public relations is required.

ANTICIPATED BREAKOUT OF TIME

- 30% Van Wert County Foundation Administrative
- 30% Van Wert Forward Phase One
- 30% Van Wert Forward Future Phases
- 5% Hiestand Woods
- 2% Performing Arts Operating
- 2% Wassenberg Operating
- 1% Elevate Program