

Job Description: Chief Marketing Officer



As the Chief Marketing Officer you will be responsible for creating innovative marketing strategies that will build our brand, leading to increased awareness, fundraising revenue, relevance and respect among our target audience. Our ideal candidate possesses tremendous communication and leadership skills, with proven success in traditional and innovative campaigns across the broad spectrum of today's marketing channels. We are looking for a ground-breaking leader with strategic, creative and financial acumen as well as a strong business intellect to take our organization to the next level. If you are an experienced marketer able to lead and drive marketing and branding efforts to increase buildOn's aggressive awareness and growth targets; and if you have a passion for meaningful social change, then buildOn is the right place for you!

Location: HQ is in Stamford, CT. Other offices in San Francisco, Chicago, Detroit, Philadelphia and New York City

Must Have Talents:

- Experience developing high level marketing and brand strategy in line with the strategic vision of the organization.
- A visionary with a deep understanding of traditional and innovative marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase fundraising revenue.
- An executive who understands the importance of aligning the organization internally around the brand and marketing objectives.
- A business leader with success in leveraging social media to grow buildOn's brand.
- A marketing leader with the vision to seek out new promotional avenues to support fundraising and program objectives.

You will be successful in this position if you can:

- Develop and leverage powerful donor & influencer networks to create a lead generation machine for the Development Department.
- Build the brand to drive awareness and clout so that buildOn is seen as a leader in the non-profit field.
- Execute expert business planning with strong bias to action.
- Create specified centers of excellence as listed below.

Establish Key Centers of Excellence:

- *Expert Planning & Business Strategy* –
 - Pioneer and implement measurable strategies that will drive hard revenue goals and increase awareness at the national and global levels.
 - Partner closely with the Development Department to create a solid plan to reach Major and Small Gift Donors that reflects segmentation, targeting and value proposition development.
 - Develop a marketing plan that reaches target segments quickly and effectively.
 - Mobilize the communications team to "get the plan off the page" with efficiency and flexibility – measuring results and adjusting the plan to reach aggressive goals quickly.
- *Web Presence – Donors see it, they get it, they love it, they give*
 - Establish a **best in class** web presence that drives donations and volunteer support, and supports aggressive fundraising and awareness growth goals.

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- Evaluate and enhance buildOn.org's Search Engine Optimization to own key search terms and drive donors and supporters to the site.
- ***Brand Building and Story Telling –***
 - Continue to develop and strengthen buildOn's unique and compelling voice to build brand awareness, relevance, reputation and esteem among target audiences.
 - Ensure that the brand is strong and consistent in every marketing tactic, and that the buildOn story is communicated with drama, creativity and impact.
 - Lead the creation/production of inspiring design, content and campaigns that builds the brand and drives donations.
 - Rally buildOn stakeholders (staff, donors, chapters, etc.) around the brand; ensure brand standards are maintained across all channels.
- ***Social Media –***
 - Lead communications team to create a best in class social media presence that empowers stakeholders to spread the buildOn brand virally.
 - Develop innovative campaigns that increase quality fans and followers and turn them into donors.
- ***Awareness Building –***
 - Build awareness so that buildOn is seen as a leader in our field. Build and leverage connections to ensure that influencers within target industries and demographics know and love buildOn's work.
 - Measure and manage recognition and clout (Klout) so that buildOn is recognized for all the right reasons.
- ***Open Sourcing, Be a connector –***
 - Find, develop and leverage supporters who have time, money, expertise and connections.
 - Leverage these relationships to broaden buildOn's reach and impact so that we can do more with less. (i.e. Cause Marketing Partnerships, In-Kind Support, Celebrity Ambassadors, etc.)
- ***Stakeholder Communications –***
 - Mastermind and execute innovative stakeholder communications strategies to educate and inform current supporters about activities and accomplishments.
 - Design a donor communication plan that motivates supporters to move up the giving ladder, increasing their levels of support over time.

Summary of Qualifications:

- Bachelors' degree required. Masters Degree with a specialization in Marketing preferred.
- 10 years of well-rounded marketing / business development experience in positions of increasing responsibility, with a focus on marketing expansion and identifying emerging market trends.
- 3-5 years of leadership experience with the ability to motivate and provide professional development to a team of 3 direct reports. A hands-on collaborative style of working is a must!
- Experience building brand awareness and support internally

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- Thorough knowledge of marketing principles, brand, product and service management, sales and business development; along with a demonstrated track record of success and performance.
- Ability to understand changing market dynamics, translating them into actionable strategies to achieve company objectives.
- Advanced experience working with a variety of traditional and modern marketing and communications functions including: branding and messaging to different target audiences.
- An understanding of all aspects of print material production; development and implementation of social media plans; and working with the press and other related media outlets.
- Knowledge of Microsoft Office and desktop publishing programs, Adobe Creative Suite programs, and an understanding of social media platforms.

Fax or email a letter of interest, resume, and salary history to: Human Resources Manager Angie Espinal, MPA via email to jobs@buildon.org or fax 203.961.5087

buildOn is an equal opportunity employer committed to providing its employees with a work environment that is both challenging and rewarding. For additional information, please visit our website at www.buildOn.org