

MORRIS ANIMAL FOUNDATION POSITION DESCRIPTION

POSITION TITLE: DIGITAL MARKETING ASSOCIATE

REPORTS TO: Digital Marketing Director

DEPARTMENT: Marketing & Brand Strategy

INTRODUCTION: Morris Animal Foundation is a nonprofit organization that invests in science that advances veterinary care for companion animals, horses and wildlife. It is the global leader in animal health science, and our funding helps more species in more places than any other organization in the world.

OVERALL SUMMARY: The Marketing & Brand Strategy team is seeking a Digital Marketing Associate to help advance the Foundation's digital marketing strategies. The Digital Associate will execute emails, manage email list building programs, and maintain data integrity. Additionally, the Digital Associate will cultivate regular communications on all social media channels, post weekly blogs, update content on Foundation websites, and support other marketing programs and campaigns, as needed. The Associate will work closely with the Marketing & Brand Strategy team and other teams across the organization to ensure appropriate messages are delivered by their intended timeline using the latest digital best practices, and to the correctly targeted audience and marketing channel.

POSITION ESSENTIAL FUNCTIONS:

- Govern a comprehensive digital marketing strategy to enhance brand visibility
 - Manage email calendar and execute emails using Luminate Online platform for all departments
 - Provide regular content on social media channels, including Facebook, Twitter, Instagram, LinkedIn and others; helping to build the strategy to grow these channels
 - Disseminate press releases and weekly blogs
 - Ensure that website content, calendars and campaign information is updated regularly
- Measure and report on digital marketing programs and initiatives, and continuously evaluate to optimize performance and conversion against department and organizational goals to maximize ROI
- Research, brainstorm and plan new and creative digital growth strategies
- Assist in ensuring accuracy of branding and content across digital mediums
- Supports departmental Marketing efforts including marketing research, fulfillment and outreach
- Participate as a member of the Marketing & Brand Strategy team: assist other members of the Department as needed, promote good stewardship of the Department across the organization, and provide data-driven insights and creative ideas whenever possible that can contribute to Department and Foundation goals.
- Adhere to all foundation policies and procedures.

POSITION ESSENTIAL REQUIREMENTS:

- Bachelor's degree
- Keen insight into how to reach diverse audiences online using advanced knowledge of inbound marketing strategies and techniques
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- 3-5 years' experience using an email marketing platform, building/launching/managing digital and social media campaigns, paid advertising and A/B testing
- Demonstrated experience working with multiple stakeholders and collaboration across organizations
- Strong analytical skills and data-driven thinking; advanced digital metrics tracking knowledge; Google Analytics experience preferred
- SEO/SEM experience
- Strong knowledge of HTML/CSS, and experience working with a CMS (preferably WordPress or Drupal)
- Exceptional attention to detail, effective proofreading skills, and a keen eye for formatting
- Ability to set and consistently meet deadlines and commitments
- Positive attitude with team-minded mentality, including ability to create meaningful partnerships with other staff
- Responsive, flexible, and adaptable to changing requirements, including ability to balance priorities with swift execution
- Solid project management experience and organizational skills; carefully records and tracks key project activities and documents
- Self-motivated and works independently while keeping others informed

Preferred Requirements:

- Experience working for a nonprofit, Foundation and/or science-related organization
- Strong writing skills
- Experience working with Drupal 8 CMS and/or Blackbaud Luminate online
- Experience working with project management tools, like Basecamp, Liquid Planner or other

POSITION SPECIFICATIONS:

Full time, exempt, non-supervisory position

Please email your resume, cover letter and salary requirements in a word document or pdf, labeled with your complete name to Jeanne Horne at jhorne@morrisanimalfoundation.org. Please list "**Digital Marketing Associate**" in the subject line of your email.

Incomplete and/or inaccurate applications will not be considered.