THE LYNDE AND HARRY BRADLEY FOUNDATION

# JOB TITLE: Marketing and Communications Manager STATUS: Exempt

# REPORTS TO: Vice President for External Relations DATE: August 2016

# Position Summary:

Market the Foundation’s external relations and development efforts. Expand reach to major donors and prospective donors for collaboration with the Foundation in finding conservative philanthropic interests through the Bradley Impact Fund.

# Responsibilities Include:

* Manage and implement the marketing strategy for the external relations department and the Foundation.
* Expand efforts to promote our philanthropy and services through advertising and communications via a variety of platforms and media.
* Write and edit critical donor communications.
* Partner with an outside firm to develop and implement a sophisticated marketing campaign to expand reach.
* Develop and execute events, advertising campaigns, targeted mailings, and other marketing efforts to reinforce and grow the Bradley brand and client base.
* Personally create or work with outside consultants to create marketing materials that are consistent with the Bradley brand.
* Oversee ad placement and design.
* Oversee the marketing database and ensuring it captures information that will help us effectively communicate with clients and prospects about how our services can meet their needs.
* Utilize Bradley’s website and social media to reach donors and prospective donors.
* Engage in donor research and analysis on a variety of topics including potential donors, new donor markets, and effectiveness of fundraising initiatives.

**Other duties and assignments:**

Other duties as may be assigned by the Vice President for External Relations to fulfill the responsibilities of this position.

**Work Relationships and Scope:**

This position reports directly to the Vice President for External Relations. Regular contact with all employees of the Foundation. Frequent contact with outside vendors.

## **Measures of Performance:**

Quality, quantity, accuracy, timeliness and thoroughness of work performed; ability to handle multiple projects at one time; effectiveness of communications and development of good working relationships with all employees, outside vendors, and business contacts; professional workplace appearance and conduct; reliability in reporting to work regularly and on time; understands and adheres to Foundation policies and procedures; and ability to keep Foundation business information confidential.

**Knowledge, Skills and Abilities:**

* Commitment to the Foundation’s mission and the conservative principles and donor intent which underlie that mission.
* 5+ years of experience in marketing, development, event planning, communications, or related field.
* Experience in/knowledge of the free-market nonprofit sector.
* Strong writing and editing skills.
* Demonstrated track record of planning and executing events.
* Strong organizational and project management skills with an ability to manage multiple simultaneous projects.
* Attention to detail.
* Bachelor’s degree.
* Team player mentally; willingness to be a part of a collegial office environment.

## **Working Conditions:**

Work is performed in a pleasant office environment with minimal exposure to injury. Work hours are generally weekdays during normal business hours and will usually average 40 – 45 hours a week. Some travel is required.

### **Acknowledgement:**

This job description describes the general nature and level of work performed by employee assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by the Vice President for External Relations. All requirements are subject to change over time and to possible modification to reasonably accommodate individuals with a disability.

Employee Signature Date