GLOBAL VOLUNTEERS POSITION DESCRIPTION
ASSISTANT COMMUNICATIONS AND MARKETING DIRECTOR

PRIMARY PURPOSE: This position motivates and directs marketing and communications staff to raise and sustain Global Volunteers’ brand identity and craft Global Volunteers’ message for persuasive and effective stories and information. Generates qualified leads to maximize volunteers on scheduled service programs and inform the public about Global Volunteers’ important work. It is expected that the Assistant Director will succeed Global Volunteers current Marketing Director within one year of employment.

GENERAL RESPONSIBILITIES: Ensures consistent and accurate promotional messaging on Global Volunteers’ programs and volunteer opportunities across all primary channels. Oversees integration of marketing and communication strategies and messages among various departments and throughout the entire organization.

REPORTABILITY: Reports to the Senior Vice President/Marketing Director

POSITION PURPOSES:
A. To manage all elements of the corporate marketing plan including:
   1. Inter-departmental collaboration on lead-generation campaigns
   2. Outreach to target markets
   3. Alumni loyalty and referral strategies
   4. Recruiting support on lead conversation
   5. Brand visibility through volunteer story telling

B. To learn about and become completely familiar with Global Volunteers organization, mission, vision, goal, long-term strategy, Philosophy of Service, Reaching Children’s Potential demonstration program, and all service programs.

C. To assume Marketing Director’s designated responsibilities

PRIMARY RESPONSIBILITIES:
A. Inquiry Generation
   1. Sustain robust traditional media relations program and research new editorial opportunities
   2. Develop online advertising program, including search marketing and portal listings
   3. Cultivate high-value alumni relationships
   4. Manage paid and unpaid social media campaigns
   6. Lead corporate blogging program
   7. Strengthen website SEO and linking strategy
   8. Manage mass email production
   9. Coordinate Speaker’s Bureau
B. Content Development
1. Write and edit website content
2. Produce press releases, blog copy and collateral materials
3. Write and design mass emails
4. Conduct and promote informational webinars
5. Oversee digital media acquisition and online storage
6. Collaborate with other directors to produce annual report

C. Planning and Reporting
1. Contribute to annual marketing plan and organizational OKRs
2. Participate in annual budget planning
3. Develop volunteer/alumni surveys and produce reports
4. Conduct competitive research and recommend new marketing strategies
5. Lead annual messaging and branding strategy sessions

D. Staff Management
1. Supervise volunteer relations manager, volunteer engagement manager, social media manager and marketing coordinator
2. Initiate marketing/communications staff training and advancement opportunities
3. Demonstrate exemplary work ethic, product knowledge, marketing vision and commitment to corporate mission

KNOWLEDGE, SKILLS AND EXPERIENCE: At least four years of marketing, communications, or branding management experience with an emphasis on copy writing, strategy development, media relations, website optimization and photo and video production. Demonstrated success in social media advertising and analytical reporting. Past non-profit employment or board and staff management/supervision experience required. Excellent communications, problem-solving, leadership and inter-personal skills with attention to detail and deadlines. Must be able to handle multiple projects simultaneously in a fast-paced non-profit environment. Must be versatile in Microsoft Office applications. Experience with Adobe Suite or other design software, Salesforce or other CRM database and email marketing software preferred. International travel, service or living experience appreciated. Must have a strong commitment to Global Volunteers’ goals and Philosophy of Service. Must reside and work in St. Paul-Minneapolis metropolitan area.

EDUCATION REQUIREMENT: Four-year liberal arts, marketing or communications degree. Advanced degree preferred.

COMPENSATION: This is a full-time, permanent position with salary based on education and experience. Benefits include excellent individual health and dental insurance, very competitive PTO, and international travel.