

## Marketing Director

### Our Story:

We are a mission-driven organization working to educate, connect, and empower people about issues surrounding epilepsy and seizures. Our vision is a world in which people living with seizures realize their full potential. In order to make that vision a reality, our dedicated staff provide a wide range of programs and services for people with seizures, their families, and the wider community.

On a practical level, this can mean delivering trainings to teachers and school nurses who have a child with epilepsy in their care; facilitating support groups for adults living with epilepsy; running a summer camp for children who might not otherwise be able to attend one; designing awareness campaigns to educate the general public about epilepsy and fight the stigma surrounding seizures; coordinating events to bring together people impacted by epilepsy; and so much more.

With a staff of approximately 50 employees and a board of 22 doctors, advocates, and community members, EFMN offers a vibrant and team-driven atmosphere with a strong commitment to our community and to our mission.

For more information about EFMN, please visit our [website](#), check out our pages on [Facebook](#) and [Linked In](#), or read our [2017 Annual Report](#).

### Core Responsibilities:

The Marketing Director reports to the Executive Director, serves on the senior leadership team, and partners internally with program, development, and donated goods to execute a successful marketing strategy. The director oversees a strong department with two direct reports, providing marketing expertise to the entire organization.

The director is responsible for developing and implementing a comprehensive department plan that supports the organization's three year strategic plan. The Marketing Director's efforts support all of the strategic directions - increase epilepsy awareness and programming, connect with more communities, support research and innovation, and invest in our internal resources.

### The Details:

#### Strategic Communications and Organizational Messaging

- Oversee all communications created by the organization, maintaining a cohesive brand, look and tone.
- Manage all brand activities, providing guidance and oversight to staff on key messages, promotional events, educational mailings, and other organizational communications.
- Work closely with direct reports and other departments to create, produce, distribute, and manage print collateral including: newsletters, brochures, fundraising materials, and annual reports.
- Create a robust advertising, public, and media relations presence including establishing media relationships, disseminating news releases, and delivering messaging to diverse audiences.
- Incorporate donated goods department into all possible agency communications and identify cross-promotional opportunities.
- Provide marketing materials and support for phone solicitation, fundraisers, quick service donations, and other donated good solicitation channels.

## **Relationships and Leadership**

- Partner with the program department, and specifically the regional offices, to build the Foundation's marketing and media presence in greater Minnesota and Eastern North Dakota.
- Establish and maintain a strong working relationship with the Epilepsy Foundation of America.
- Work closely with marketing staff to build on individual and team strengths; providing professional opportunities to direct reports that allow for individual and department progress.
- Provide objective, honest feedback that is relevant, useful, and leads to high individual and team performance.
- Foster a culture of collaboration, working closely with other departments to achieve desired outcomes.

## **Website, Data, and Analysis**

- Lead testing of marketing design changes and test different messaging, cadence of solicitations, and track metrics.
- Oversee SEO, Google Ad Word grants, and Google Analytics.
- Analyze and utilize audience data, database workflows, and multiple channels to deliver comprehensive messaging.
- Provide leadership for the organization's website and client and donor data system.
- Responsible for high level website management including design and content management.
- Develop and manage the department's budget and goals.

## **Position Specifics:**

- Bachelor's degree in marketing preferred; may also include health care, development, or related field.
- 5 years of leadership experience in marketing including proven skills in data analysis; experience with Google Analytics a plus.
- Proven success in building and maintaining key relationships and meeting strategic communication goals.
- Proven ability to lead a team and work across departments.
- Experience in organizational storytelling.
- Demonstrated ability to work with a wide range of professionals and clients with varying abilities and from diverse backgrounds.

## **Compensation and Benefits:**

We offer a competitive, comprehensive total compensation package. A core benefits package with premiums covered 100% by the Epilepsy Foundation of Minnesota (EFMN) includes short- and long-term disability, and life insurance. Medical (HDHP and copay plan options) and dental insurance is available with EFMN covering 85% of related premiums for employee coverage. Employees have access to an on-site fitness center with costs covered by EFMN, indoor bicycle storage, free parking, and a business HourCar membership. Ongoing professional development opportunities are available to all office staff and our time off package includes PTO and holiday pay.

## **How to apply:**

Qualified candidates should submit a resume and cover letter (including preferred salary range) all in one document (PDF preferred) to Heather Besonen, Human Resources Director, via email at [hbesonen@efmn.org](mailto:hbesonen@efmn.org). **This position is open until filled.**

Epilepsy Foundation of Minnesota is committed to hiring and fostering a diverse and inclusive workforce that leverages the skills and talents of all employees in our organization.

**Core Competencies:****Commitment to Diversity**

Eager to work effectively with other employees, partners and participants without discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, disability, age, family composition, marital status or socio-economic status. Committed to opportunities to support cultural diversity in the workplace.

**Commitment to Service**

Responsive to the needs and requests of EFMN partners and participants. Extends courtesy, friendliness and overall respect to others.

**Leadership**

Plans, guides, influences and orchestrates critical activities within the organization. Establishes effective objectives, priorities and implementation plans. Demonstrates confidence.

**Strategic**

Considers the overall needs of the department when determining a course of action. Demonstrates the ability to analyze, synthesize and manage information into solutions.

**Achiever**

Creates significant work plans and takes the steps necessary to complete them. Regularly explores new ideas and takes calculated risks to improve on current strategy.

**Interpersonal Communication and Teamwork**

Listens well and is open to others' perspectives. Develops strong working relationships and values them as critical to effective work.