**Position Title:** Director of Marketing  
**Department:** External Affairs  
**Classification:** Full-time, Exempt  
**Reports to:** Chief External Affairs Officer

**Job Summary**  
Responsible for planning, development and implementation of the Society’s marketing strategies, community outreach, and public relations activities, both external and internal.

Oversees development and implementation of support materials and services in the area of marketing, community outreach, and public relations. Directs the efforts of the marketing, public relations, retail sales, and community outreach staff and coordinates at the strategic and tactical levels with the other functions of the Society.

**Primary Relationships**  
The position reports to the External Affairs Officer and serves as a member of the middle management team. This position works closely with the External Affairs Officer to create marketing plans for the Society, assuring its accountability to all constituencies, and ensuring its effective operation.

Within the Society, the position has primary working relationships with the External Affairs Officer, the public relations manager, the community outreach staff, the retail sales associate, and the receptionist. The position also works closely with the program staff to promote stories of interest for the community. Outside the agency, the position coordinates, primarily, with the media.

**Marketing Department Goal:** Build a distinctive, positive brand, ensuring inclusive and quality communication for all audiences.

**Marketing Department Objectives:**
- Reach 80% of pet owners in Tacoma and Pierce County by December 2018 through community engagement, partnerships, advertising, public relations, promotions, community outreach, and an expanded digital and social media footprint.
- Collect data from customer touch points to track and improve levels of customer satisfaction for all aspects of our services, achieving a positive customer satisfaction rating of 90% by December 2018.

**Principal Accountabilities**  
**Marketing, community outreach, retail sales, and public relations**
1. Responsible for creating, implementing and measuring the success of a comprehensive marketing, community outreach, and public relations program that will enhance the Society’s image and position within the marketplace and the general public.
2. Ensure articulation of Society’s desired image and position, assure consistent communication of image and position throughout the Society, and assure communication of image and position to all constituencies, both internal and external.
3. Responsible for editorial direction, design, production and distribution of all Society publications.
4. Coordinate media interest in the Society and ensure regular contact with target media and appropriate response to media requests.
5. Facilitate media inquiries and interviews with the CEO and other appropriate senior management staff.
6. Ensure appropriate brand image in all Society print and electronic materials such as letterhead, use of logo, brochures, etc.
7. Develop, coordinate and oversee resource materials to assist programs in the marketing, communications and positioning of their activities.
8. Ensure that the Society regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
9. Manage the retail sales associate to ensure the retail space is well maintained and stocked with appropriate merchandise including logo items to increase the Society’s visibility in the community and to achieve a monthly goal of $12,500 on-site and on-line sales.
10. Support development projects as assigned, such as cause-related marketing, annual fund campaigns, capital campaigns, special events, etc. to ensure multi-channel utilization and success.

Planning and budgeting
1. Responsible for the achievement of marketing, community outreach, retail sales, and public relations goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the External Affairs Officer and CEO.
2. Develop short- and long-term plans and budgets for the marketing, community outreach, and public relations activities, monitor progress, assure adherence, and evaluate performance.
3. Recommend short- and long-term Society marketing goals and objectives.
4. Develop, implement, and monitor systems and procedures necessary to the smooth operation of the marketing department.
5. Keep informed of developments in the fields of marketing, community outreach, public relations, not-for-profit management, and animal welfare, and then use this information to help the Society operate with initiative and innovation.

Organizational strategy
1. Work with senior staff, other staff and volunteers to develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, and decision-making.
2. Help make sure that the Society’s philosophy, mission and vision are practiced throughout the organization and in all communications.
3. Develop and coordinate means to seek regular input from the Society’s key constituencies regarding the quality of programs and services and the Society’s relevance.
Managing
1. Maintain a climate that attracts, retains and motivates top quality personnel, both paid and volunteer.
2. Recruit, train, appraise, supervise, support, develop, promote and guide qualified marketing personnel, both paid and volunteer.
3. Ensure effective management within the marketing, community outreach, and public relations function, with provision for succession.
4. Design, support and oversee cross-functional teams.
5. Effectively empower volunteers and staff so they can take action on behalf of the Society by:
   a) transmitting the Society’s mission, values, vision and direction;
   b) respecting and using the skills, expertise, experience and insights of people;
   c) providing direction and resources, removing barriers, and helping develop people’s skills;
   d) articulating expectations and clarifying roles and relationships;
   e) encouraging people to ask strategic questions to ensure quality decision-making;
   f) anticipating conflicts and facilitating resolution;
   g) engaging people in process as well as tasks;
   h) encouraging people use their power, practice their authority, and accept responsibility;
   i) modeling behavior and coaching people to success.

Qualifications
- Minimum of 7 years experience in marketing, communications or public relations leadership with demonstrated success, preferably in the not-for-profit or association sector.
- Bachelor’s degree in journalism, marketing, public relations or related field.
- Graduate degree and experience working with volunteers are desirable.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, community outreach, and public relations activities.
- Strong creative, strategic, analytical, organizational and relationship skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects on budget and on time.