

Posting Information

Position Title: Director of Awareness **Position Type:** Full Time

Position Location: Utah Cty, UT **Position Pay:** \$110,000 - \$140,000 DOE

Hiring Manager: Chris Yadon | hr@youniquefoundation.org | 385.345.4556

Foundation Mission

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, survivor communities, and online resources. We empower parents and caregivers to protect children from sexual abuse through education and online resources. We make it safe to openly discuss sexual abuse through community dialogue and social awareness.

Qualifications

The most important requirement is to have experience creating and implementing far reaching digital campaigns. If we have not heard of a campaign that you developed, you are probably not the person we are looking for.

We are seeking a Director of Awareness to do the following: 1) Develop and execute the Foundation's marketing and awareness strategies, 2) grow and manage the Foundation's awareness teams, and 3) collaborate with other executives in responsibly growing the capacity of the Foundation.

Educational/Professional Requirements

- A Bachelor's Degree
- A Master's Degree or equivalent experience

Experience Requirements

- 10+ years in a marketing role with clear career progression.
- 5+ years managing or leading an awareness or marketing team.
- 5+ years in an executive position or interacting directly with executive teams
- Non-profit experience is a plus

Responsibilities

- Lead Foundation efforts to develop and execute awareness campaigns that have broad reach.
- Oversee SEO, PPC, social media, video content creation, and creative design.
- Develop and manage the brand integrity of each product at the Foundation; oversee the brand implementation both internally with staff and externally with vendors, clients, and partners.
- Participate in key decisions as a member of the executive management team.
- Provide executive and reporting oversight for all awareness staff.
- Hire, supervise, and terminate awareness management staff as needed.
- Serve as a liaison between staff and executive management.
- Create, implement, and maintain the Foundation's awareness strategy.