

Posting Information

Position Title: Marketing Director

Position Type: Full-Time Employment

Position Location: Lehi, Utah

Position Pay: \$90,000-100,000

Hiring Manager: Ric Peeler | 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.

Job Role

At The Younique Foundation, we are committed to improving the world by working to eradicate child sexual abuse and its impacts. We are seeking a Marketing leader to join our team and oversee outbound marketing communications for our The Younique Foundation and Defend Innocence brands, including integrated marketing campaigns, websites, SEO, social media, partner marketing, and demand generation. Additionally, the marketing leader will oversee a Community Care customer service team. This managerial position will report to the Awareness Executive and will join his leadership staff. The Marketing Director will work collaboratively with the larger Awareness team (Creative, Video, and Communications), as well as other Foundation functional teams and executive leadership.

Job responsibilities will include the following:

- Management and oversight of the Marketing and Community Care teams, including hiring, staff development, and performance management responsibilities
- Oversight of the planning, execution, and measurement of awareness and fundraising campaigns and promotional activations
- Leadership of the planning, execution, and measurement of donor retention efforts
- Oversight of full spectrum marketing channels – events, influencer activities, SEM/SEO, paid media, email marketing, partner marketing, etc
- Responsible for generating over \$1.5M in small donor contributions in 2021
- Development and writing of stories which bring the Foundation’s brand and services to life. These stories will be activated through a variety of channels, including social media, content marketing, and other marketing activations
- Engagement as a member of the Awareness leadership team, in partnership with the Awareness Executive and the Creative, Communications, and Video Managers.
- Maintenance and growth of brand integrity and public perception
- Creation, implementation, and maintenance of Community Care strategies and processes
- Oversight of all Customer Care functions, including moderation of social media platforms, customer support requests for merchandise sales, donation platforms, and donor-related and general inquiries

Experience/Ability Requirements

- 10-year minimum previous work in marketing roles
- 7-year minimum experience as a manager leading marketing teams
- Proven experience at crafting, developing, and deploying influential marketing campaigns into the marketplace
- Proven performance in driving revenue growth
- Proven track record of delivering high impact marketing business results (campaign conversions, CPC, revenue generation, audience acquisition, brand awareness)
- Demonstrated history of working effectively in multi-functional organization with cross-team collaboration
- Highly capable people manager with experience in performance management and staff development
- Excellent written and verbal communication skills
- Excellent organizational and planning skills
- Ability to self-manage and work independently
- Demonstrated history in marketing strategic planning
- Track record of being fun and awesome

Educational Requirements

- A bachelor's degree in Marketing, or other relevant field, graduate degree preferred