



Director of Marketing

Imagine joining a group of individuals – each with their own unique skills and passions, but united by a common purpose. Imagine yourself at Girl Scouts!

Girl Scouts of California's Central Coast (GSCCC) is chartered by Girl Scouts of the USA to provide Girl Scouting in the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara and Ventura. GSCCC encompasses some of the most beautiful and environmentally significant parts of the country. The council has a growing membership of over 10,000 girls and 5,000 adults.

Girl Scouts of California's Central Coast council is seeking career professionals committed to making a difference. Working with Girl Scouts – an organization with a solid history and a growing future – means working to your fullest potential in a dynamic and diverse environment.

Title:	Director of Marketing
FLSA Status:	Exempt - Full Time
Department:	Marketing, Member Experience Team
Reports to:	Chief Member Experience Officer

General Summary:

Under the direction of the Chief Member Experience Officer, the Director of Marketing will bring creative new thinking to the Girl Scout brand within California's Central Coast council and must demonstrate agility, superior attention to detail, resourcefulness, and be comfortable working on a lean team. The Director of Marketing will have a passion and vast understanding of the Girl Scout mission and vision. They will build marketing plans and oversee the delivery of print, digital and earned media campaigns that stimulate volunteer acquisition and amplify the Girl Scout Leadership Experience throughout the central coast. The position is responsible for cascading the national brand platform to local audiences in addition to storytelling and sharing local girl outcomes. With a strong background in CRM, the Director of Marketing will strategically and creatively develop, curate and publish content (images, video, copy) via an omni-channel communication strategy to meet membership and fund development goals. In addition, the director will manage the public relations plan and direct the creation of editorial that will maintain, support, uphold and enhance GSCCC's public image and reputation within our communities. This role will be part of our Leadership Team.

Essential Job Functions:

Marketing Strategy and Management

- Plan and execute all print, digital marketing, marketing database, email, direct mail, social media, earned media and display advertising campaigns.
- Implements GSUSA national brand marketing strategies and toolkits to leverage and activate campaigns locally.
- Design, build and maintain social media presence.
- Measure and report performance of all print, digital and direct marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.

- Brainstorm new and creative growth strategies with the senior management team.
- Plan, execute and measure experiments and tests on all social media platforms and perform market segmentation, target market, and market positioning analysis.
- Collaborate with internal teams to create website-landing pages to optimize the user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Develop and implement a multichannel marketing strategy consistent with the Girl Scout brand image through any medium necessary.
- Works closely with creative team to plan, research and design visual content creation for print, web and social media.
- Develop and maintains marketing calendar and works with cross-functional teams to plan and execute initiatives.
- Manage all marketing efforts and reports metrics to key stakeholders, offering insights and recommendations for evolving the strategy and driving revenue.
- Responsible for maintaining a unified brand voice across all mediums.
- Create and develop the strategy for all content including the monthly social media calendars, blog posts, and newsletters.
- Create and manage all visual graphics in alignment with copy and brand vision and update marketing decks needed.
- Regularly write blog posts as a part of the content strategy, with regular research on the best platforms and editorials where GSCCC can contribute.
- Define promotional campaigns, competitions, paid-advertising, events, and product launches, and implement strategically across various platforms.
- Manage and help support day-to-day marketing work requests from internal and external customers.

Social Media Management

- Oversee and execute social programming, social listening, and analysis with creative content and strategies from the larger team.
- Manage high visibility social marketing campaigns including any agency relationship management and contract management needed.
- Be constantly “switched on” in monitoring social media feeds
- Create clear social media goals across all platforms and consistently analyze and track to keep senior management aware of progress.
- Collaborate on all brainstorming efforts within social media to create outside-the-box strategic social initiatives.
- Grow the brand on social media throughout the central coast region – including creating short and long-term social media strategic plans that are in line with Girl Scout brand identity, our audience, and goals.
- Guide research for market and industry insights in order to apply different strategies.
- Advise on brand guidelines, relevance and opportunities for integration, as well as analyze the results of activations by the Community Engagement Manager to detect both threats and opportunities, and measure the effectiveness of various actions. Based on these results, make decisions concerning each of the above aspects, in order to make improvements, changes, or a change of strategic direction, etc.

- Work on the development of strategic alliances within the social media industry for future campaigns that can strengthen the growth of communities and the brand.

Public Relations Management

- Confident in communicating and presenting; proven experience in public speaking.
- Ability to draft pitches, media advisories, press releases and OpEd pieces – an active news bureau of thought leadership, girl outcome stories, and breaking council news.
- Ability to monitor trend, and cascade GSUSA's national editorial and earned media efforts locally.
- Embody a full understanding of media relations needs and media relationships curation and management.
- Develop and manage systems to ensure tracking of key information around campaigns are captured and consistent with Girl Scout branding.
- Develop a structure that will utilize a consistent framework for operation (i.e. articulation of strategic plan priorities, reporting on progress and engagement of members)
- Monitor publicity and conduct research to find out the concerns and expectations of key GSCCC stakeholders. Report and explain the findings to the senior management team.
- Other duties as assigned by Chief Member Experience Officer

Qualifications:

- Bachelor's Degree or equivalent, in either Marketing, Business Administration, Journalism, or Communications preferred.
- Bilingual capabilities (English/Spanish) preferred.
- Proven professional work success in senior marketing roles.
- Confident, driven and dynamic leader.
- Strong written and verbal communication skills.
- Minimum of five years' experience leading campaigns and/or marketing programs.
- Entrepreneurial mindset with the ability to spot original branding opportunities.
- Experience in building sustainable relationships of trust with internal and external customers, through open and interactive communication.
- Experienced in developing and directing Girl Scout membership growth, membership retention, and expansion, as well as sustaining member relationships.

Cultural Competencies:

Girl Scouts of California's Central Coast is committed to a culture that fosters a workplace that is open and inviting to our staff and members. At Girl Scouts of California's Central Coast, we live by the following Guiding Principles. Specific skills and competencies related to each of our Guiding Principles is in a separate "Cultural Competencies" document. We expect all team members of our staff to embody and develop these competencies.

- **Communicate with compassion:** be open, honest, respectful, clear, direct, and timely.
- **Innovate through change:** be proactive, agile, and responsive.
- **Work with purpose:** be intentional and visionary.
- **Embrace our community:** be supportive, empathetic, collaborative, and appreciative.
- **Be accountable:** own it.
- **Make each day FUNomenal:** we can do it!

Skill Requirements:

- Must be able to work 37.5 regular hours per week; ability to work a flexible schedule, including evenings and weekends.
- Ability to maintain a professional appearance and demeanor.
- Flexibility to work occasionally more than the assigned daily work schedule.
- Ability to work a flexible schedule, including evenings and weekends. Occasional overnight travel is required.
- Ability to manage and make continuous business changes and improvements, and document.
- Ability to be a motivator, resourceful self-starter, and detail-oriented.
- Adaptability to solve problems in a tactful and diplomatic manner.
- Ability to sit and work on a computer display for extended periods.
- Ability to have daily access to reliable personal transportation for work.
- Ability to travel in a car as a driver or a passenger for an extended period.
- Ability to lift, push and/or pull up to 25 pounds.
- Ability to stand, bend, walk or squat for an extended period.
- Adaptability to being an enthusiastic, professional and self-motivating, with a 'can-do' attitude' team player.
- Adaptability to be an ambassador and supporter of Girl Scouts.
- Adaptability of embracing the Girl Scout Promise and Law.
- Knowledgeable of planning, conducting, and working directly with youth.
- Knowledgeable of supporting a youth-serving organization that focuses on girl enrichment.
- Adaptability to be a Go-Getter, an Innovator, a Risk-Taker, and a Leader.
- Maintain membership with Girl Scouts USA.

Location:

- Ventura Headquarters, Ventura County

To Apply:

If your work experience matches the qualifications for this position, please send your resume and your cover letter by emailing **careers [at]girlscoutsgccc[dot]org** along with a description of why you feel you are the best fit for this position. The subject line of the email should read **Director of Marketing - [your name]**.

The statements herein are intended to describe the general nature and level of work performed by employees, but is not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

GSCCC is an Equal Opportunity Employer committed to diversity.