

JOB ANNOUNCEMENT

RELEASE DATE: **March 10, 2015**

POSITION: **Director of Marketing**

The mission of Equal Justice Works is to create a just society by mobilizing the next generation of lawyers committed to equal justice. Equal Justice Works is a recognized leader in the public interest law movement. Please go to www.equaljusticeworks.org to learn more about Equal Justice Works.

**GENERAL JOB
DESCRIPTION:**

The Director of Marketing will lead marketing strategies to create opportunities for new funding streams to support Equal Justice Works' programs, collaborating with fundraising and program colleagues to ensure alignment and prioritization of key marketing materials to support their efforts. The Director of Marketing reports to the Senior Director of Institutional Advancement and is a member of the Executive Director's leadership team.

The Director will:

- Develop, oversee, and implement integrated marketing plans for national, targeted fundraising campaigns
- Spearhead market research to understand Equal Justice Works' current and potential target audiences, as well as implement actionable insights and share knowledge across the organization
- Develop and grow external marketing and promotional partnerships to build awareness of Equal Justice Works
- Direct, manage, and mentor two marketing staff, while providing coaching, development opportunities, and performance evaluation as well as external vendors
- Oversee communications including social media, e-newsletters, and promotional efforts around major annual events

- Support the Chief Operating Officer as required, and collaborate closely with the Director of Institutional Advancement and other senior leaders

Candidate Qualifications:

- Bachelor's degree (Master's preferred) with a minimum of seven years of experience in marketing or communications
- Proven track record developing and implementing successful marketing plans that support fundraising efforts
- Strategic thinker with both strong creative and analytical skills
- An entrepreneurial spirit with a track record working in a start-up environment desired
- Experience conducting market research and utilizing market research to guide planning and decision-making
- Excellent oral and written communications skills and excellent presentation and negotiation skills are essential
- Must be able to work collaboratively with other divisions and manage priorities between them
- Knowledge of the not-for-profit fundraising environment is preferred

Salary and Benefits:

Comprehensive and generous benefits package, including loan repayment assistance, full health insurance coverage for employee, employer sponsored disability insurance program, monthly transportation stipend, retirement plan with up to 4% employer match, 13 holidays, 14 days of vacation, 2 personal days, and sick leave.

To Apply:

Applicants should send a one-page resume, three references, and cover letter describing in detail their experience, qualifications and why they would be a good fit to humanresources@equaljusticeworks.org with the subject line "Director of Marketing Application." Please note: Phone calls will not be accepted.

EQUAL JUSTICE WORKS is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, gender, age, marital status, personal appearance, sexual orientation, family responsibilities, physical or mental handicap, matriculation, or political affiliation.