

## 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](http://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:**

Salary for the Director of Marketing is commensurate with experience. Equal Justice Works offers a comprehensive and generous benefits package. Please send your completed application which should include a letter of interest, CV/resume and a minimum of five references from a combination of direct supervisors and direct reports in response to the requirements of the position. Applications should be submitted to the attention of Jeanne Van Vlandren, Chief Operating Officer via-email at [director@equaljusticeworks.org](mailto:director@equaljusticeworks.org). No phone calls will be accepted.