



Position: Director of Marketing
Location: Remote
Reports to: Chief Communications and Marketing Officer

About SBP

SBP, a social impact organization focused on disaster resilience and recovery, **solves the challenges facing at-risk communities** and scales impact with a proven model that brings the rigor of business and innovation to reduce risk, create resilient communities and streamline recovery. By taking this holistic approach, SBP shrinks the time between disaster and recovery.

SBP does this in three connected ways—prepare, shape and build

1. SBP **prepares** individuals, communities and organizations to mitigate risk and speed recovery.
2. SBP **shapes** federal policy and system change and state and local disaster recovery programs to be more efficient and effective.
3. SBP **builds** resilient communities efficiently and effectively and shares our proven model and approach with others.

Position Summary

SBP's Director of Marketing (DM) is responsible for managing and executing digital marketing & communications strategies to increase national brand recognition and engagement with our donors, volunteers, partners, and the wider community through strategic and consistent creative and content promotion via all digital channels in support of SBP's mission and organizational goals. The DM is a strategic thinker and stays current on industry trends, best practices and reporting metrics and KPIs. The DM is accountable for the day-to-day management of all digital marketing platforms, including website, email marketing, social media platforms, paid social campaigns, marketing automations / CRM, marketing analytics and newsletters. The DM will be responsible for growing SBP's online fundraising efforts, social media engagement, email list subscription, engagement of volunteer alumni and web traffic resulting in lead generation and donations.

This position reports to the Chief Communications and Marketing Officer and works closely with all departments, operating sites, and content generators from within the organization to deliver results-driven content across all digital platforms.

Responsibilities

- Develop, manage, and implement SBP's national marketing strategy - including web content strategy, SEO, SEM, social media, email campaigns, and the website.
- Increase SBP's brand recognition to support organization-wide goals around fundraising, thought leadership, volunteer and AmeriCorps recruitment, stakeholder engagement, and data analysis.
- Create, measure and optimize marketing campaigns across paid and owned media.
- Test, track and monitor website, email, and social media traffic and optimize campaigns based on the best-performing strategies to achieve established KPIs, including organically increasing social media followers and quality engagement.
- Design and manage creative content for eLearning campaigns, events, trainings, website, email marketing, volunteer/AmeriCorps recruitment tactics.

- Ensure SBP's values are incorporated in materials/website and rolled out effectively among the team.
- Maintain and develop dynamic content for SBP's website. Track and analyze user data.
- Standardize email, print, and other communication tools across the organization to ensure that communication stays on brand.
- Identify and implement a solution for content organization and usage (photos, videos, templates) in a centralized and accessible location.
- Actively seek out and help define new creative methods and mediums for telling our partner, donor, and volunteer engagement stories across all digital platforms

Performance Expectations

- Display strong commitment to SBP's mission, values and ethos of innovation
- Translate broad goals into achievable steps to reach goals and demonstrate progress to goal
- Demonstrate leadership and accountability in interactions with team members
- Adhere to the highest ethical standards in management and governance.
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector.
- Demonstrate commitment to continued professional growth and development.
- Open and proactive mindset, big picture thinking with the ability to stay focused
- Demonstrates creative, practical problem solving and analytical skills

Qualifications

- Bachelor's degree in human services, social impact design, development, marketing, social work, public policy or related field required.
- 5-7 years of experience in marketing
- High level of experience using Google AdWords, Google Analytics and other analytical tools
- Excellent written and verbal communication skills.
- Experience with Adobe Creative Suite or other graphics/creative platform (graphic design experience and good aesthetic a plus)
- Expert knowledge of the web, social media platform, digital advertising analytics and reporting with the ability to communicate outcomes and insights to non-digital experts
- Technology skills including expertise with Microsoft Office and database management; willingness to learn new applications and identify innovative ways for technology to support organizational objectives.
- Familiarity with asset-based and/or social impact design approaches to community development, volunteerism, corporate philanthropy and tutoring/mentoring.
- Project management skills: ability to multitask, problem-solve, prioritize, delegate, and create systems and processes.
- Candidates must have excellent interpersonal skills including but not limited to verbal and written communication, organizational, negotiation, and leadership skills as well as have great attention to detail.
- Solid relationship management skills enhancing internal organizational relations and external community interactions.
- Able to satisfactorily pass a Criminal History Check to include sex offender registry, Louisiana State Police, and FBI.
- Valid driver license and reliable transportation.
- Must be COVID-19 vaccinated and proof of vaccination.

[TO APPLY, PLEASE CLICK HERE](#)

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations

we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.