



Title: Director of Marketing
Reports to: President
Hours: 40 hours/week, occasional evening and weekend work required, some travel
Salary: Based on experience

Miracle Foundation brings life-changing care to orphaned and vulnerable children across the globe.

The Director of Marketing is responsible for management and implementation of strategic marketing programs to build awareness, engage stakeholders, and achieve revenue goals. This position manages all aspects of specific programs, including supervision of staff. The Director of Marketing works with stakeholders to ensure work product delivery is consistent with goals and strategies through the alignment of staff, vendors and team efforts. The position manages the budget and operational delivery of branding principles with internal and external partners.

Minimum Qualifications

- 5+ years of marketing/ public relations experience in the not for profit sector or related field.
- Knowledge of nonprofit management and best practices.
- Management experience.
- Experience in project management, developing marketing strategies and measuring results.
- Ability to write stories to engage the public and other stakeholders.
- Experience working with media.
- Experience in cultivating and managing client relationships.
- Excellent written and verbal communication skills.
- Excellent organizational skills, including the ability to manage multiple projects and meet deadlines.
- Experience with working with key stakeholders.

Responsibilities & Scope

- Responsible for marketing and public relations for US and India teams.
- Accountable for achievement of goals and objectives.
- Work with organization celebrity ambassadors on PR strategy and execution.
- Manage marketing staff, marketing interns and all related consultants.
- Work with external PR consultant to promote Miracle Foundation in all media platforms.
- Manage marketing and public relations collateral.
- Foster revenue-generating marketing partnerships.
- Secure marketing partnerships and manage relationships.
- Manage the Search Engine Optimization vendor to ensure optimal placement in organic searches for both the US & India websites to increase effectiveness for organizational goals.
- Ensure primary review sites have current content and are optimized for attracting new donors
- Collaborate with the India marketing team for compelling and moving content, focused on story telling.
- Work closely with the Founder, President, Director of Development, development teams and program teams.

Application Process:

- Application Deadline: March 25, 2019
- Include a cover letter, resume, 3 references, and **a limited, applicable writing sample** to be sent to jobs@miraclefoundation.org
- Include your salary expectations in your cover letter
- Please do not contact staff directly