



Job Description: Director of Marketing and Communications

MiracleFeet Overview

MiracleFeet is an international nonprofit that increases access to proper treatment for children born with clubfoot in low-income countries. Over one million people live with untreated clubfoot around the world, making it one of the primary causes of physical disability in the world. Thanks to a fully-accepted, non-surgical treatment, known as the Ponseti Method, it is possible to treat clubfoot effectively and safely for as little as \$250 a person. By increasing access to treatment, MiracleFeet gives children born with clubfoot the chance to live healthy, productive lives. See www.miraclefeet.org to learn more about the issue of clubfoot and how MiracleFeet is approaching it.

Summary

MiracleFeet is seeking a Director of Marketing and Communications whose primary responsibility will be to expand awareness of the MiracleFeet brand and the issue of untreated clubfoot in order to generate additional funding for MiracleFeet. This person will execute a multi-channel marketing strategy with a strong focus on digital marketing (web, blog, social media, paid advertising, SEO) to expand MiracleFeet's fundraising base. The Director of Marketing and Communications will own the strategy, development, and execution for growing small donations and will be responsible for the small donations fundraising goal.

The Director of Marketing and Communications is a key member of the 5-person senior leadership team and contributes to overall strategic thinking associated with building MiracleFeet into a high-impact, highly efficient organization capable of reaching over 30,000 new children per year by 2022. This position will report to the Executive Director, work closely with the Director of Development, and supervise the Marketing Manager. This is a full-time, exempt position, ideally based in MiracleFeet's Chapel Hill, NC office.

Responsibilities

- **Marketing Strategy and Budget**
 - Develop, maintain, and evaluate an integrated marketing plan to raise awareness of MiracleFeet and the issue of untreated clubfoot, with a heavy emphasis on digital marketing.
 - Implement strategies that enhance MiracleFeet's image and reputation with institutional donors and public health and medical communities, whilst also appealing to the general public.
 - Determine the platforms, channels, and resources needed to build brand equity and increase fundraising, including but not limited to e-newsletters, social media, Facebook fundraising, SEO, and potentially paid digital advertising.
 - Develop and manage the annual marketing budget, as well as the use of external resources as they pertain to the marketing and communications function (e.g. pro bono advertising agency relationship, Google Grant, printing, design work, photographers and videographers, publicist, etc.).
 - Keep abreast of marketing and nonprofit fundraising trends and make adjustments to MiracleFeet's marketing strategy accordingly.
- **Donor Development**
 - Create and execute ongoing strategy for growing small donor segment to ensure MiracleFeet reaches small donor annual fundraising goals, currently about \$130K.
 - Manage regular digital and email fundraising and engagement campaigns throughout the year (e.g. EOY, #GivingTuesday, World Clubfoot Day, sustainer/recurring donor campaigns).

- Identify and target high priority segments for small donations (clubfoot parents, runners/racers, social activists, etc.) using low-cost channels to increase engagement with MiracleFeet.
- Provide a rich donor experience for the small donor, with clear linkage to impact that donor's gift has on the lives of children.
- Identify enhancements to the website to support small donor engagement, potentially including fundraising tools that enable individuals to raise funds on behalf of MiracleFeet, promote their engagement and feel connected to beneficiaries.
- Develop themes and write content to support Fundraising team with general fundraising efforts including End of Year solicitation letters.
- Manage relationship with Direct Mail vendor for small donor direct mail and email campaigns; work closely with vendor to supply content and approve final messaging.
- Set up analytics to monitor return on investment of above activities and adjust strategy based on results.
- **Branding and Content Development**
 - Own look and feel of the MiracleFeet brand, including in all communications collateral, on MiracleFeet's website and across social media channels - with support from team and external resources as needed.
 - Ensure content of website and social media meets the needs of key audiences: institutional donors, public health and medical communities, small donors, clubfoot families and the general public. Drive the vision and be accountable for the website and social media budget, strategies, deliverables, results, and ROI.
 - Manage creation of marketing assets (patient stories, photos, video) to ensure a steady flow of fresh content is available for marketing initiatives.
 - Approve all web and social content produced by Marketing Manager.
 - Manage Annual Report design, writing, printing, and distribution process (including vendor relationship management, project management, writing, and design approvals).
 - Communicate brand voice and language preferences to employees.
- **Team Leadership**
 - Manage the Marketing Manager and marketing contractors (including volunteer photographers and videographers, publicist, and other contractors), providing strong, effective and highly visible leadership.
- **Internal and External Communications**
 - Oversee all public relations, including creating press releases, supporting public speaking opportunities for leadership team (speechwriting and mini-videos), identifying opportunities to educate new audiences about MiracleFeet's work through PR/media (newspapers, magazines, TV).
 - Advise and help create materials for use in partner countries to raise awareness of clubfoot and to educate parents about the treatment protocols.
 - Engage with, and on occasion present to, the MiracleFeet Board of Directors on marketing strategies and activities. Provide Executive Director with marketing reports to share at quarterly board meetings.
 - Support internal communication so that MiracleFeet employees are motivated and guided to contribute fully to the realization of MiracleFeet's mission, vision, goals and objectives.
 - Create and maintain MiracleFeet Communications Plan, including brand voice, language guidance, and FAQ answers.

Minimum Qualifications

- Bachelor's degree with at least 5 years' experience in marketing, communications, and/or fundraising
- Excellent written and oral communication skills, with the ability to credibly engage and influence a wide range of audiences
- Demonstrated track record of creating and developing a brand vision, and measuring results of marketing initiatives
- Strong understanding of digital marketing channels, tools and analytics



- Excellent Microsoft Office skills, particularly Word, Excel, and PowerPoint
- Experience working in deadline-driven environments and juggling multiple projects

Knowledge, Skills, and Abilities

- Strong writing and editing skills and ability to create materials that strike the right tone given the audience and message
- Ability to adapt marketing skills into the non-profit environment, leveraging pro bono opportunities, volunteers and low-cost ways to tell our story
- Creative, strategic thinker with demonstrated leadership and interpersonal skills
- Team-oriented approach with a commitment to collaborating with fundraising, programs, and finance and operations teams to further organizational goals
- Experience working in an entrepreneurial environment that favors action, getting stuff done, and rolling up your sleeves to help out as needed; tolerance for ambiguity and relatively flat hierarchy
- Knowledge of fundraising information sources and basic fundraising techniques and strategies highly valued
- Experience with donor databases and email marketing programs preferred (especially Raisers Edge and Luminate Online)
- Experience of working with non-profits and/or global health a plus
- Ability to travel internationally as required (1-2 times per year)

Salary/Benefits

- Salary commensurate with experience
- Health insurance provided
- Three weeks of vacation per year
- Life insurance and disability insurance
- Optional dental and vision insurance and 401k plan available

To Apply

Please submit your detailed cover letter and resume to: jobs@miraclefeet.org by January 2, 2019. Only those whose applications are being considered will be contacted. No phone calls please.

MiracleFeet is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.