

Marketing Director Danville Regional Foundation

Foundation Mission to be Supported by this Position

The Danville Regional Foundation (DRF) is a catalyst for innovation and an agent for transformation. Understanding that significant community change takes time, the Foundation invests for the long term in efforts that promise sustained positive impact for the Dan River Region. The Foundation is committed to activities, programs, and organizations that address the health, education, and well-being of residents of Danville and Pittsylvania County in Virginia and Caswell County in North Carolina. DRF envisions and strives to support a thriving Danville region that works well for everyone.

General Definition of Work

The Marketing Director will be responsible for planning, initiating, and managing the marketing and public relations activities for DRF and key regional partners. The focus of this position will be promoting and expanding the reach and impact of the Foundation, key partners, and educational and outreach efforts. The Marketing Director will plan the overall communications strategy and develop branding and messaging that promote the mission and strategies of DRF and key partners. Media outlets include traditional television, radio, and print, as well as seminar and conference speaking opportunities, press releases, direct mail, advertising, and online options such as websites, blogs, wikis, social networks, and related platforms.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

- Conceptualize, gain approval and implement the marketing and outreach activities of DRF.
- Assist selected non-profit and government efforts in the region to promote transformation of the area.
- Manage and coordinate all marketing and outreach activities, including web presence, annual reports, newsletters, media outreach and placement, event management, social networking, and a variety of public presentations.
- Conduct market research to determine market requirements for existing and future initiatives for DRF and key partners.
- Analyze customer research, current market conditions and competitor information related to key initiatives supported by DRF.
- Develop and implement marketing plans and projects for new and existing efforts.
- Manage the productivity of the marketing plans and projects.
- Monitor, review and report on all marketing activity and results.

- Propose and manage approved marketing budgets.
- Deliver marketing activity and desired outcomes within agreed budget.
- Liaison with media and key partners.

Knowledge, Skills and Abilities

- Ability to build, motivate and work within a team to accomplish project goals.
- Outstanding communication and interpersonal skills.
- Strong Internet/online marketing skills.
- Excellent "face-to-face" marketing/selling/media skills.
- Ability to work with diverse groups in a variety of organizational settings.
- Strong organizational and analytical skills.
- Self-starter who takes initiative and is able to work independently.
- Commitment to the goals and values of the Foundation.
- Highly literate in computer, web and social networking.

Education and Experience

- Appropriate university degree and at least five years of experience in marketing or related fields.
- Non-profit experience a plus.
- Proven excellence in written and oral communications critical.
- Documented track record that demonstrates marketing and experience in current online networks required.
- Must be able to create and execute compelling marketing strategies on tight deadlines and budgets.
- Must be able to "hustle" and produce results.

Preference will be given to candidates who are willing to relocate in the region or already reside here. DRF looks forward to applications from a highly diverse pool of candidates.

Resumes and letters of interest should be sent to Karl Stauber, President & CEO, Danville Regional Foundation, 103 South Main Street, Danville, VA 24541 or kstauber@danvilleregionalfoundation.org. No phone calls please. For more information about the Foundation, please go to www.danvilleregionalfoundation.org.