



Founded in 2014, Jack's Basket is a growing nonprofit organization dedicated to celebrating babies with Down syndrome. We are looking for an enthusiastic and skilled individual to join our team as the Director of Marketing. The ideal candidate will bring a strong work ethic, initiative, and a positive, collaborative attitude, not only knowing what needs to be done but actively contributing to the execution. This person will be a dynamic leader, a natural communicator with excellent interpersonal skills, and someone who has a genuine passion for the Down syndrome community. With experience in national marketing and communications partnerships, they will thrive in building relationships, staying organized in a fast-paced environment, and engaging with a diverse audience. Above all, they will represent our mission with warmth, professionalism, and clarity.

Job Title: Director of Marketing

Reports to: CEO

Work Hours: Based on work experience. 20-40 hours, during regular business hours and flexibility for events, projects and/or conferences.

Position Summary:

As the Director of Marketing, this individual will lead the creation and implementation of strategic marketing and communication initiatives that elevate brand awareness, foster community engagement, and boost donor support for Jack's Basket. They will ensure a cohesive brand presence across all platforms, manage the marketing team, and collaborate with key stakeholders to ensure alignment between marketing efforts and the organization's broader objectives.

Key Responsibilities:

1. Marketing Strategy & Planning:

- o Develop and implement comprehensive marketing strategies aligned with Jack's Basket's mission to increase brand awareness, consumer, donor, and family engagement.
- o Collaborate with senior leadership to ensure marketing efforts support organizational goals and initiatives.
- o Continuously analyze industry trends and identify new opportunities for growth in line with our Mission and core values.



Brand Development & Positioning:

- o Solidify and enhance Jack's Basket's brand identity and positioning across all platforms, ensuring consistency in look, tone, and messaging.
- o Maintain and update brand guidelines to ensure all marketing materials reflect the organization's core values and visual identity.
- o Strengthen the organization's voice, ensuring it resonates with key audiences, including donors, families, and volunteers.

2. Campaign Management:

- o Plan, execute, and oversee integrated marketing campaigns across paid, owned, and earned media channels (digital, print, social media, etc.).
- o Develop campaigns that drive donations, brand awareness, and engagement while highlighting the impact of Jack's Basket's mission.
- o Leverage digital marketing strategies (e.g., social media, content marketing, email campaigns) to reach and engage with key target audiences.

3. Performance Metrics & Reporting:

- o Establish key performance indicators (KPIs) and track marketing campaign effectiveness, including ROI, engagement rates, and conversion metrics.
- o Analyze campaign performance and provide actionable insights to optimize future marketing efforts.
- o Prepare and present regular reports to the CEO and other stakeholders on marketing performance.

4. Marketing Budget Management:

- o Oversee and manage the marketing budget, ensuring cost-effective resource allocation and adherence to financial goals.
- o Prioritize marketing expenditures based on expected impact and ROI, ensuring that the marketing department operates within budget.

5. Collaboration with Cross-Functional Teams:

- o Work closely with other teams (development, operations, volunteers) to align marketing efforts with broader business and organizational goals.
- o Coordinate with fundraising and community outreach efforts to integrate marketing campaigns with key initiatives and events.

6. Innovation & Optimization:

- o Continuously test, learn, and adapt marketing strategies to stay ahead of cultural trends, consumer behavior shifts, and digital innovation.
- o Implement A/B testing, data analysis, and feedback loops to refine and optimize marketing campaigns.



7. Team Leadership & Development:

- o Mentor, motivate, and guide the professional development of the marketing team, including Marketing and Communication Manager and any other team members as assigned by the CEO.
- o Foster a collaborative, creative, and results-oriented environment within the marketing team.
- o Provide regular feedback and ensure team members have the tools, resources, and support to succeed.

- o Support CEO and leadership team in future growth initiatives and partnerships

Qualifications:

- **Experience:**
 - o 7+ years of marketing experience, with at least 3 years in a leadership or director role. Nonprofit experience is a plus but not required.
 - o Proven success in developing and executing integrated marketing campaigns across digital, social, and traditional channels.
 - o Strong background in brand development, positioning, and storytelling.
- **Skills:**
 - o Excellent leadership and team management skills, with the ability to motivate and develop a high-performing team.
 - o Exceptional communication skills, both written and verbal, with the ability to tailor messaging for diverse audiences.
 - o In-depth knowledge of digital marketing tools, social media platforms, and analytics (e.g., Google Analytics, Facebook Insights, etc.).
 - o Strong project management skills, with the ability to juggle multiple projects and deadlines.
- **Education:**
 - o Bachelor's degree in Marketing, Communications, or a related field (Master's degree preferred).
- **Other:**
 - o Passion for the mission of Jack's Basket and a commitment to supporting underserved communities.
 - o Creative, strategic thinker with the ability to execute tactically and drive results.



CELEBRATING BABIES WITH DOWN SYNDROME

How to Apply:

Interested candidates should submit a resume, cover letter, and any relevant work samples or portfolio materials to info@jacksbasket.org. In your cover letter, please highlight your experience in marketing and how you align with Jack's Basket's mission.