



## Director of Marketing

### Job Description

April 21, 2022

#### Position Summary

The Director of Marketing will drive the communications and marketing efforts of the Council on Aging of Central Oregon (CoA) as it executes its mission to improve the lives and wellbeing of seniors throughout the tri-county area. This position will be based in Bend, Oregon with travel in and around Deschutes, Jefferson, and Crook Counties. This position reports to the Executive Director and is a key member of senior staff.

Critical responsibilities for this role include overseeing the expansion of the CoA brand via advertising, digital and PR that informs and inspires key stakeholders, donors and volunteers and builds preference for CoA as one of the top non-profits in Central Oregon. In addition, the director is responsible for managing existing non Older American's Act (OAA) programs/services along with developing and launching new products/services that meet the key needs of aging adults in Central Oregon, as will be suggested by the organization's current strategic planning efforts.

#### Essential Duties and Responsibilities

- Management
  - Oversee the work of the Creative Director, marketing manager, and product manager
  - Apply your professional and functional expertise mentoring to foster holistic professional growth, evaluate performance, and maintain morale and direction via regular 1:1 meetings
  - Model teamwork values, i.e., "What can I do to help?" to build and maintain a high performing team
  - Develop and manage yearly marketing and product management budgets
  - Develop and measure marketing and product KPIs, derive key insights, drive reporting tools, and devise and execute experiments/tests to find product and marketing communication solutions.
- Marketing Communications
  - Manage the evolution CoA brand and identity
  - Oversee key projects, including awareness campaigns, donor communications, digital communications, advertising and PR
  - Help grow individual and foundation donations/grants funding pipeline for OAA programs as well as new programs/services
  - With other members of executive team, help ensure that CoA holds a top share of mind among local nonprofits by designing strategic outreach including speaking engagements, city and county committee memberships, and other outreach
- Product Management
  - Create and effectively champion a data-driven and market-informed product vision and strategy that works in concert with the greater CoA strategy and required programming for current and future

- Manage the end-to-end lifecycle of products from conception, testing, launch and ongoing maintenance.
- Effectively design project plans and release roadmaps based on priorities, setting clear/measurable data-drive objectives and deploying team resources appropriately to achieve business goals.
- Perform other duties as assigned
- Must be fully vaccinated and boosted (“up to date”) as of start date to work at the Council on Aging.

**Minimum Qualifications (Knowledge, Skills, and Abilities)**

- Bachelor degree in communications, marketing, or related field with 10+ years in progressively more senior marketing and product management roles.
- Demonstrated creativity, with strong portfolio of compelling and results-producing communications
- Experience developing and implementing high-visibility and multi-year communication plans, including managing project timelines, budgets, and ROI measurements
- Successful experience leading effective and cohesive teams
- Strong collaborative skills and ability to work productively at all levels within the organization or with a team of disparate third-party vendors
- Strong vendor management and negotiation skills
- Strong project management skills and ability to present work to critical stakeholders
- Excellent verbal, written, and interpersonal communication skills with a sense of humor a plus
- Deep knowledge of creative process, comp and proof reviews, and print production processes
- Knowledge of Microsoft Office Suite, Google applications, design programs

**Statement of Non-Discrimination**

The Council on Aging is committed to diversity, equity, and inclusion not only in its equal employment opportunities, but in all matters of policy, practice and delivery of services and programs. Accordingly, the Council on Aging does not discriminate on the basis of age, race, national origin, religion, language spoken, veteran status, gender, gender identity or expression, sexual orientation, or physical circumstance. The Council on Aging of Central Oregon is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

Job Type: Full-time Pay: \$65,000 to \$85,000 per year based on experience

Benefits: The Council on Aging offers a full suite of benefits including 100% employer paid medical, dental, and vision, generous paid time off, 403(b) plans with employer matching, FSAs, employee assistance program, professional development, and others.

COVID-19 considerations: All staff and volunteers must be fully vaccinated. We follow the state's guidelines on mask policies, distancing, etc.

How to Apply: Please submit cover letter and resume to [hr@councilonaging.org](mailto:hr@councilonaging.org)