



Director of Marketing

About The National Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our goals over the next 10 years are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity-building, convening, and strategic communications. We approach our work in an evidence-based, non-partisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about if and when to get pregnant; 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures; 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods; 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live; and 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education. In 2011, The National Campaign launched Bedsider, an evidence-based and ground breaking birth control information and access network for 18-29 year olds. Reaching more than 10 million young people every year, Bedsider is regarded as one of the largest and most trusted sources of sexual health and contraceptive information and support tools in the country.

Position

The Director of Marketing will lead and implement the organization's marketing strategy and activities that elevate and enhance the organization, its brand, its programs, and its development activities. S/he will be the organization's primary brand curator and, in this role, build broader engagement with the organization among its current and future partners and audiences, including donors. We are looking for an individual who is energetic, outgoing, creative, and who has a strong ability to build productive relationships across constituencies. This is a new position within the organization and will report to the Vice President, Marketing and Communications.

Responsibilities

Responsibilities include, but are not limited to:

- Creating and implementing comprehensive marketing strategies that generate sustained and new awareness of, and engagement with, The National Campaign and all of its sub-brands.
- Refining and growing brand messaging strategies that advances the organization’s brand identify and broaden awareness for its programs among a variety of audiences.
- Creating an integrated content marketing strategy for the organization’s digital platforms and materials.
- Planning and executing creative and data-driven campaigns, using data and research on successfully engaging audiences gleaned from other fields, to inform all marketing efforts.
- Developing and maintaining strong relationships with like organization, advocates, sponsors, media partners, and funders.
- Conducting general market research to keep abreast of trends and creative marketing strategies.
- Optimizing digital opportunities on Facebook and other social platforms, such as Twitter, Instagram, and Snapchat.
- Creating marketing strategies that allow our development team to cultivate and enhance meaningful relationships with targeted audiences and influencers.
- Working to ensure that consistency in brand voice is maintained throughout The National Campaign’s materials, programs, and online properties and building the capacity of the Board, Advisory Group members, and staff to serve as effective brand ambassadors for the organization.
- Develop marketing strategy for new and existing Campaign products.
- Producing ideas for promotional events and activities, organizing them, and helping ensure they are successful.
- Monitoring progress and submitting performance reports.
- Building and managing key partnerships that advance our brand.

Qualifications

We are looking for someone who will think big, embrace innovation, and seek new ways of addressing issues. S/he will be collaborative and proactive; value diversity of thought, backgrounds, and perspectives; be responsible, conscientious, adaptive, and resourceful. S/he will be able to comfortably embrace a non-ideological “big tent” approach to sexual health and unplanned pregnancy prevention and be passionate about creating a culture in which all young people can thrive.

The candidate must hold at least a Bachelor’s degree and have 8 - 10 years of relevant work experience. S/he will have demonstrated experience in marketing communications and/or integrated marketing, particularly with a nonprofit or NGO organization. Experience with current marketing communications trends and practices required.

Excellent written and verbal skills and strong attention to detail are an absolute must. S/he will have a passion and skill for marketing, and must be able to build relationships, follow through,

meet deadlines, and be organized. Must be a self-starter who can solve problems creatively, multi-task productively, and pay meticulous attention to details.

In addition, the ideal candidate will have the following attributes:

- Strong project management and organizational skills.
- Excellent written and verbal skills; strong attention to detail.
- Ability to work on numerous projects simultaneously. Ability to work independently on long-term projects. Ability to lead and to work as part of a team.
- High degree of creativity, initiative, and resourcefulness.
- A passion for the written word, but also audio and video content as well.
- Ability to effectively present ideas and solutions in public settings, including speeches and presentations.
- The ability to complete assignments independently in accordance with accepted practices with an eye for resolving any conflicts that may arise.
- Strong research and analytical skills in order to evaluate the performance of activities.
- A self-starter who can solve problems creatively, multi-task productively, follow through, and meet deadlines.
- A proven record of working collaboratively across departments to complete assignments and deliver results.
- Management experience—this position will supervise the Manager of Audience Engagement and will provide marketing leadership across the organization.

Salary and benefits

This is exempt position. Salary is commensurate with experience and The National Campaign has an excellent benefits package including health, dental and vision insurance, 403b, flexible spending accounts, flexible work schedules, and generous leave.

The National Campaign is committed to maintaining a diverse staff and an inclusive, multicultural environment. We are proud to provide equal employment opportunities (EEO) to all employees and applicants without regard to actual or perceived race, color, religion, national origin, parenting status (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniformed service member status, disability or any other characteristic protected by law.

Please send a cover letter, resume, a writing sample, and salary history to:
recruitment2@thenc.org

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