



## **DIRECTOR OF MARKETING JOB DESCRIPTION**

The Director of Marketing reports to the Executive Director and leads the marketing and development efforts of the organization. This role will include, but not be limited to strategic short- and long-term planning, brand management, program marketing, maintaining an online presence, stakeholder relationship building, donor and sponsor development, and pursuing outside funding opportunities for the organization. This position requires an individual to be extremely organized and have a keen attention to detail, the flexibility to work with others, a drive for fundraising.

### **Essential Duties and Responsibilities:**

- Collaborate with executive-level management in the development of performance goals and strategic marketing plans to ensure marketing efforts are concerted and focused on supporting the foundation mission.
- Manage all aspects of marketing for the Mustang Heritage Foundation, including but not limited to brand management and development, maintaining all online platforms, coordinating media and public relations efforts, growing existing social presence, event marketing and advertising, and promotion of internal programs.
- Responsible for planning, creating, and tracking performance of email newsletters and all communications en masse.
- Develop and create ads, brochures, and other print and digital media that further the goals and mission of the organization.
- Work with Operations Team to design merchandise maintaining MHF brand standards.
- Maintain accreditations on platforms such as Guidestar, etc. .
- Solicit and secure outside funding for the organization through fundraising, sponsorships, and grants.
- Research and solicit new partnerships that will benefit and align with the goals and mission of the Mustang Heritage Foundation.
- Build and maintain professional relationships with staff, external partners, granting organizations, and stakeholders to drive future success of the organization.
- Work with executive-level management in the development of financial and budgetary plans
- Continually brainstorm and plan ahead for overall organization improvements and effectiveness.
- Assist in successful utilization and customization of Salesforce, a cloud-based customer relationship management system.
- Maximize efficiency and productivity through extensive process analysis, interdepartmental collaboration, and strategic goal setting.
- Uphold organization policies and standards.
- Represent MHF positively and respectfully in all BLM interactions.
- Travel: The Director of Marketing position may be required to attend some Foundation events and business meetings which may include working some evenings and weekends.

## **Qualifications (Knowledge, Skills & Abilities):**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required to fulfill those duties.

### **Required Skills & Abilities:**

#### *Education & Experience:*

- Required Bachelor's degree or higher in Marketing, Advertising, or related field Bachelor's Degree
- 1+ years of Nonprofit Leadership Experience
- 1+ years of Marketing, and/or Fundraising and Development Experience
- 1+ year of Equine Experience preferred

#### *Professional Qualities:*

- Ability to perform high level, detail-oriented work while maintaining a focus on customer service and being a team player.
- Demonstrated ability and capacity to manage marketing campaigns, fundraising, public relations, and social media.
- Knowledge of equines and the industry, professionally or personally
- Demonstrated ability to effectively and positively interact and work with all MHF directors, staff, contractors, volunteers, trainers, people of diverse socioeconomic, cultural, disability, and ethnic backgrounds.
- Must be able to multitask and problem solve in a fast-paced environment.
- Ability to be proactive to meet deadlines.
- Superior organizational and planning skills.
- Clear and concise verbal and written communication skills.

#### *Computer Skills:*

- Experience using Good Ads and Analytics required
- Experience with online branding and managing social media platforms, WordPress a plus
- Demonstrated computer proficiency, especially with Microsoft suite including Excel, Outlook and Word.

### **Work Environment & Physical Demands:**

The environmental factors listed below are representative of the work environment required.

- When working remote, access to high-speed internet and a dedicated home office or workspace with limited distraction or interference is required; ability to communicate by phone, email, and video.
- Specific vision abilities required by this job include the ability to adjust focus, as necessary to use a computer for extended periods of time.
- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee is frequently required to stand and sit.
- Occasional travel with long stretches of time standing/walking for organization events.

## **Description of Organization**

Mustang Heritage Foundation is a private nonprofit organization (88-0512149) established to work in partnership with the Bureau of Land Management to facilitate the adoption of wild horses and burros gathered from public lands. Through a series of training programs, events and educational outreach, horses go from the open range into adoptive homes.

This position is full-time with a 35.5 hour work week, Monday through Friday with some weekends required due to events and outside activities. Salary is negotiable and is within the \$65,000 - \$72,000 range depending on experience. Funding for this role is available through the end of calendar year 2023 with a strong possibility of continuing.

Mustang Heritage Foundation offers full benefits including health, dental and vision insurances, life and AD&D insurance, short term disability, paid time off, and a monthly cell phone stipend.

Position is remote and applicant may live anywhere within the United States. Periodic travel is required.

Submit resume to Executive Director Karen Gustin via email [karen@mustangheritagefoundation.org](mailto:karen@mustangheritagefoundation.org)