



Job Description

Position: Marketing and Outreach Manager
Reports to: Executive Director
Supervises: None
Status: Exempt Full Time
Hours: Monday through Friday with some weekends/evenings
Location: Telecommute; minimal travel required

About Do It For The Love

Founded by musician Michael Franti and ER nurse Sara Agah Franti, Do It For The Love is a 501(c)(3) non-profit wish-granting organization that brings people living with life-threatening illnesses, children with severe challenges and wounded veterans to live concerts. Through the healing power of music, our goal is to inspire joy, hope and lasting celebratory memories in the face of severe illness or trauma. Our work provides the opportunity for healing to take place, families to bond, care providers to get a welcomed break and lifelong memories to be made - all through the experience of live music. Visit www.doitfortheLove.org for more information.

Summary

Responsible for planning, development and implementation of all of the organization's marketing, communications and public relations activities. Recruits, trains and coordinates volunteers.

Duties and Responsibilities

Marketing, Communications and Public Relations

- Develop and implement an integrated strategic communications plan to advance brand identity, broaden awareness of program and increase visibility across key stakeholder audiences
- Write, update, edit and oversee production and design of printed materials
- Serve as primary media contact; Develop and implement PR strategies including media outreach, issuing press releases, fielding media inquiries and creating and maintaining media lists
- Act as "brand ambassador", ensuring proper and consistent use of naming conventions, brand attributes and logo
- Prepare photography and other media for publication and maintain digital media library

Social Media, Website and E-Marketing

- Work with staff and contractors to develop and implement social networking strategies, develop content and monitor and respond to inquiries
- Write wish grant testimonials for website and social media
- Manage website, including: maintain integrity of website content and structure; monitor and report on key metrics from Google Analytics; and utilize Search Engine Optimization

- Manage and execute email communications program, including quarterly e-newsletters, campaign messages and fundraising e-appeals

Volunteer Management

- Process volunteer applications and manage volunteer database
- Recruit, schedule, train and manage all volunteers at DIFTL booths
- Prepare, ship and track volunteer materials
- Process grassroots and Community Partner fundraiser inquiries. Ensure funds and reports are submitted in a timely manner.
- Send brochures and materials to volunteers for distribution to their circles of influence

Other

- Manage merchandise program including design, orders, promotion and inventory
- Assist with fundraising and outreach events
- Perform miscellaneous job-related duties as assigned

Qualifications

- Bachelor's degree; Proven experience in relevant position
- Tech savvy; proficient in MS Office, Google platforms, Adobe Creative Suite
- Advanced knowledge of social media
- Experience with graphic design and website management
- Self-motivated and able to work with minimal oversight
- Excellent time-management and organizational skills
- Outstanding verbal and written communication skills
- Detail-oriented and efficient
- Knowledge of music industry and/or nonprofit industry a plus
- Preference given to local applicants (within one hour drive of Napa, CA)

Salary

\$55,000-58,000 depending on experience

To be considered as an applicant

Email resume and cover letter to harmony@doitfortheLove.org. Include in the subject: "Marketing and Outreach Manager." No phone calls please.

DIFTL is an equal opportunity employer and makes employment decisions on the basis of qualifications. DIFTL policy prohibits unlawful discrimination in any employment decision based on pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law or ordinance or regulation. Submission of your application is not an offer of employment or an employment contract