

Marketing Director

 Remote Position

CATCH Global Foundation is seeking a Marketing Director to serve as a key member of CGF's Strategy & Development Team to create, execute and oversee external organizational marketing, messaging, and positioning strategies that inspire CGF stakeholders to make a deeper commitment to our vision to help all schools embrace health as an enduring value so that youth can develop the lifelong habits needed to thrive mentally and physically.

This role is responsible for growing awareness of CGF's work through strategy, leadership, marketing communications, PR, social media and advertising. The Marketing Director will report to the VP, Strategy & Development and directly manage CATCH's Communications Associate.

Successful candidates will be able to collaborate across departments to translate organizational needs and objectives into impactful marketing and messaging strategy by audience segment (schools & districts, health & education agencies, institutional & individual funders).

About our Organization

CATCH Global Foundation is a 501c(3) that brings high quality evidence-based health and wellness programs to schools and child care sites across the globe, serving 15,000 schools in the U.S. with growing programs in Latin America, Africa, and South Asia. Our mission is to empower school communities to cultivate Whole Child wellness as a lever for student success and social equity. Reaching more than 3 million kids annually, our PreK-12 programs cover topics including nutrition, physical education, social and emotional learning (SEL), oral health, vaping prevention, and sun safety. Learn more at catch.org.

KEY RESPONSIBILITIES

- Develop and implement actionable marketing, messaging and promotional plans through multiple channels, including newsletters, email, webinars, press outreach and releases, opinion media, social media, influencers, digital marketing, and events;
- Develop and execute health equity advocacy campaigns directed at elevating the impact of CGF's work to school communities, funding partners (such as government agencies, individual donors, and foundations), and other key stakeholders;
- Develop materials and messages to support online and offline fundraising initiatives;
- Develop marketing and messaging strategies that build and strengthen inbound pipeline of school and educator prospects and support the adoption of CATCH programs;

- Collect and curate impact success stories that inspire donors, funders, school communities, educators, and other stakeholders to contribute to the CATCH mission;
- Research and execute thought leadership opportunities for organization and key staff (podcasts, media interviews, speaking engagements);
- Manage media outreach activities;
- Manage contractors and budget associated with marketing activities (social media promotions & influencers, SEM, SWAG, show materials, etc.);
- Manage organizational e-marketing strategy, including ongoing email campaigns and design of automations designed to engage prospective and existing stakeholders based on actions they take (or don't take) when engaging with CATCH content;
- Collaborate with other key staff to nurture and grow an online community of highly-engaged ambassadors, influencers and supporters;
- Develop KPIs to track success of marketing tactics and strategies, including educator and funder pipeline growth and translate data analytics into strategy and action;
- Coordinate closely across teams to develop media assets needed and ensure consistency in organizational branding;
- Other duties, as needed.

SKILLS & COMPETENCIES

- Minimum of 5+ years marketing experience in related role
- Experience in nonprofit marketing strongly preferred, with track record of outstanding content creation
- Detail oriented with ability to manage multiple projects at once
- Strategic mindset: ability to plan, execute, and evaluate
- Excellent interpersonal skills, especially in collaborating with peers, teams and outside partners
- Creativity in devising “who, what, when and where” of messaging and collaborating with others on “how”
- Adept at clear and impactful communications
- Ability to work in a fast-paced environment, with multiple and competing priorities. Spots opportunities while maintaining a strong focus on execution and results
- Personal passion for health equity and causes that improve mental and physical health outcomes for children

While our organization was founded in Austin, TX – where a (slim) majority of our employees still reside – we are a 100% virtual work environment. We have regular in-person retreats (travel/lodging provided) to help us develop and grow together as a team, as well as get to know one another on a more personal level. Day-to-day, you can expect to interface with the rest of the CATCH team via video/voice calls, email, and Slack.

Job Classification: Full-Time (Exempt)

Location: Anywhere in US (virtual)

Salary: \$70,000 +/- commensurate with experience.

Benefits: 100% employer-covered health insurance (other opt-in benefits available), generous vacation and parental leave policies, company retreats to fun cities around the US (Austin, Denver, Chicago, Nashville, and more), and work-from-home setting with flexible scheduling.

To apply, please submit a resume and cover letter to jobs@catch.org.