

JOB DESCRIPTION

Job Title: Director of Marketing
Responsible to: President & CEO, GMCF
Status: Full-time salary employee with benefits
Purpose: To provide social media and marketing management in the Manhattan community and GMCF partner communities



The Director of Marketing is an administrative role that supports the organization's social media and marketing efforts. He/she works to increase the GMCF's visibility by managing the brand image and the design of marketing materials. The Director of Marketing works under the direction and supervision of the President & CEO of the Greater Manhattan Community Foundation.

Core Responsibilities

Marketing & Communications

- Plan and manage all GMCF marketing campaigns, including Grow Green Match Day, Community Foundation Awards (CFAs), and other philanthropic initiatives.
- Develop content strategies for print and digital media including newsletters, social media, press releases, annual reports, and blog posts.
- Design, write, and schedule digital marketing assets across platforms (Facebook, Instagram, LinkedIn, Constant Contact).
- Manage advertising timelines, budgets, and placements (print, radio, digital).
- Build and maintain branded marketing templates and materials in Canva and/or Adobe Creative Suite.
- Maintain and update GMCF websites and campaign microsites (e.g., Grow Green Match Day, affiliate Match Days).

Social Media & Digital Strategy

- Create and maintain social media content calendars for GMCF and affiliate match days.
- Oversee Community Hour radio show: coordinate guest outreach, prep show notes, and manage follow-up promotion.
- Analyze engagement metrics and make data-driven adjustments to increase impact.

Partner & Affiliate Support

- Coordinate marketing materials and toolkits for GMCF affiliate foundations and key partner programs (e.g., Match Days, Youth Impacting Community, Childcare Business Initiative).
- Provide direct support for affiliate match day campaigns.
- Serve as a liaison for marketing needs across the regional foundation network.

Content Development

- Capture and tell stories that highlight the impact of local philanthropy and donor support.
- Develop and implement fundraising campaign messages in collaboration with GMCF staff and fundholders.
- Draft donor communication pieces, event invitations, and stewardship messages.

Project Management

- Create and maintain editorial calendars and long-term marketing timelines.
- Support interns and guide seasonal staff or volunteers assigned to marketing tasks.
- Assist in board/committee presentations and documentation (e.g., Marketing Committee).

Qualifications

Required:

- Bachelor's degree in marketing, communications, journalism, public relations, or related field
- 2-5 years of marketing and communications experience
- Strong writing, editing, and project management skills
- Proficiency in Microsoft Office and email marketing tools (e.g., Constant Contact)
- Familiarity with Canva or Adobe Creative Suite (InDesign, Illustrator, Acrobat)
- Working knowledge of social media platforms and engagement strategies
- Strong organizational skills with the ability to manage multiple deadlines

Preferred:

- Familiarity with nonprofit and philanthropic sectors
- Experience in community outreach or donor communications
- Background working with interns, volunteers, or committees