

Position Title: Director of Marketing-Volunteer Position

Direct Reports: Marketing Subcommittee members

Reports to: Kenosha Pride Vice President

*For more information about the organization and its activities, visit
www.KenoshaPride.org*

MISSION:

Kenosha Pride's purpose is to address discrimination and prejudice against, as well as to defend, the human and civil rights secured by law for the LGBTQ Plus community of Southeastern Wisconsin and Northeastern Illinois. Kenosha Pride advances these goals through public events and advocacy to build inclusion for a community that is founded on openness, acceptance, and pride.

CORE VALUES:

Kenosha Pride, Inc. is, and will remain, committed to the following Core Values: Integrity, Inclusion, Community Focus, Courageousness, Compassion, and Innovation.

PRIMARY ROLE:

The Director of Marketing will brand Kenosha Pride as an overall organization; its programs; its digital, print, and social media advertising; and its events. The Director of Marketing will also manage merchandise requests from within the organization and execute the delivery. The Director of Marketing will form Marketing subcommittees, responsible for; social media presence and insights, graphic design, new media proposals, and other jobs as delegated by the Director of Marketing.

PRIMARY JOB DUTIES AND RESPONSIBILITIES:

- Submit and maintain Marketing budget yearly.
- Maintain Kenosha Pride's logo and brand integrity.
- Maintain templates for all Kenosha Pride related flyers, press releases, PSAs, sponsorship/volunteer packets, flyers, banners, and more.
- Manage all merchandise requests, delivery, and book keeping.
- Attend delegated community events, acting as a representative of Kenosha Pride Board of Directors.
- Research and report out new marketing strategies to Kenosha Pride Board of Directors.
- Create post-event reports for sponsorship programs.
- Create new ideas, concepts, and promotions for Kenosha Pride to increase brand recognition and integrity.
- Provide support to all PR/Publicity needs, as directed by the Board's President or Vice President
- Oversee the writing of email marketing campaigns, direct mail marketing campaigns and social media marketing campaigns

SECONDARY JOB DUTIES AND RESPONSIBILITIES:

- Understand and incorporate the Kenosha Pride mission, goals and brand in all community, sponsorship and individual outreach.
- Effectively present Kenosha Pride to relevant partners and community groups in order to increase awareness, referrals, and contributions.
- Serve as an advocate for Kenosha Pride before stakeholders, partners, and the general public
- Understand the current needs of Kenosha Pride programs and seek to meet those needs by securing resources and partnerships with other agencies, nonprofits, and communities.
- Provide support to all PR/Publicity needs, as directed by the Board's President or Vice President.

QUALIFICATIONS:

- BA/BS degree preferred; major in Strategic Communications, Marketing, or Public Relations.
- Experience working in marketing. Must be willing to supply graphic design, social media campaign, overall marketing campaign as requested.
- Excellent oral and written communication skills .
- Experience in creating and implementing strategic communication plan.
- Strong interpersonal skills with the ability to work well with individuals across all organizational levels .
- Represent the organization in a professional manner at all times.
- Possess strong organizational skills with attention to detail.
- Ability to prioritize projects to meet deadlines.
- Commitment to the goals, values, and mission of Kenosha Pride.
- Understanding of nonprofit practices and culture preferred.
- Experience with MicrosoftOfficeSuite (Word, Excel, PowerPoint, Outlook), web design, graphic design and data base applications.