



POSITION TITLE: Senior Director of Marketing
DEPARTMENT: Marketing
LOCATION: Wisconsin
REPORTING TO: Vice President of Marketing and Communications.
FLSA CLASSIFICATION (EXEMPT OR NON-EXEMPT): Exempt
CLASSIFICATION: Full-Time
LAST UPDATED: October 2023

POSITION SUMMARY

The **Senior Director of Marketing** is part of a dedicated team of professionals who work together to support Special Olympics Wisconsin's (SOWI) vision and mission to open hearts and minds towards people with intellectual disabilities and create inclusive communities across Wisconsin. We achieve this by providing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendships with their families, other athletes and the community.

The **Senior Director of Marketing** will develop and implement strategic marketing plans that align with Special Olympics Wisconsin's (SOWI) key initiatives, including signature events for the organization. This position will ensure marketing plans are consistent with the Special Olympics brand platform; lead and manage the hands-on implementation of tactics; manage related budgets; and evaluate the results to ensure the success of department objectives. The **Senior Director of Marketing** will supervise the Digital Marketing Manager. The Senior Director works closely with the Vice President of Marketing and Communications to achieve the overall functions of the department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Abide by SOWI Guiding Values.
- Promote the mission of Special Olympics Wisconsin, Inc.
- Execute Special Olympics Wisconsin's Strategic Plan.
- Develop and execute annual work plan.
- Ensure a consistent, accurate and positive representation of SOWI in all communications.
- Collaborate with internal departments to develop shared organizational objectives, target markets, measures of success.
- Identify and optimize marketing strategies, tactics and message platforms to meet organization objectives.
- Develop and implement integrated marketing plans that align with key SOWI initiatives, within identified timeframe and budget.
- Plan and allocate budgets.
- Utilize paid, earned, owned and other social media channels to promote marketing initiatives.
- Track, analyze and report measures of success to stakeholders, as appropriate.
- Prospect growth opportunities through market research and target audience analysis.
- Ensure adherence to Special Olympics brand standards.
- Work directly with Special Olympics Wisconsin athletes regularly on marketing related projects and initiatives.

This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in Marketing, Journalism or related field.
- Five (5) to seven (7) years of experience in the Marketing and/or Communications field.
- Demonstrated experience using integrated marketing/communications strategies and tactics.

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent verbal and written communication skills.
- Excellent writing and editing skill set, proven ability to develop communications across multiple channels and to a variety of audiences.
- Experience with Adobe Suite web/social media tools and email solutions.
- Excellent organizational and project management skills; ability to meet deadlines and handle multiple projects simultaneously.
- Ability to think creatively and strategically.
- Ability to establish and maintain effective relationships with management, staff and external stakeholders.
- Professional, self-starter, results focused.
- Strong presentation skills.
- Demonstrated commitment to valuing diversity & equity and contributing to an inclusive culture.
- Experience managing others, preferred.

WORK ENVIRONMENT AND JOB SPECIFICATIONS

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Hybrid work environment – office/remote work environment.
- Frequently move around and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption.
- Sit for extended periods of time.
- Lift and/or move up to ten pounds and occasionally lift and/or move up to 20lbs.
- Statewide travel for events, meetings, etc.
- Evening and weekend work is required.
- Valid Driver's License.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.