Marketing Director

Role Summary

Position Title: Marketing Director
Job Type: Full Time exempt
Works closely with: Executive Director and Program Leads

General Role and Organization Description:

Great Work, Inc. is not a traditional work environment. As an organization, we are fluid and responsive to the changing landscape of those we serve. As team members, our roles are equally fluid to fill in where needed in support of the initiatives, projects and goals of the organization. While this job description is the backbone of this role’s work within the organization, all GWI staff regularly have responsibilities and tasks within other projects as skillsets and expertise are needed.

GWI is experiencing substantial growth with programs operating locally, nationally and internationally and this a critical new role focused on developing comprehensive marketing strategies/implementation for our ecosystem of programs. Great Work, Inc. serves as a Collective of existing and emerging programs and related entities (Embark Education, Framework Cycles, Pinwheel Coffee, The Math Institute, Montessori training etc.)

We are looking for someone with a unique skill set who can think strategically with a 30,000 ft view while also being in the trenches of implementing comprehensive marketing campaigns. We are looking for someone who geeks out to marketing blogs, loves social media, can visualize and pull off an orchestra of multi-channel messaging that elevate awareness and connection to our work. We are looking for someone who fits a culture that values perpetual learning, radical empathy, shattering institutional barriers, ridiculous fun, and a desire to truly and significantly impact youth and educators across the globe.

GWI is a Denver based non-profit organization focused on learner centered education and educator training. We do a lot of work in Montessori Teacher training and curriculum development and piloting disruptive education models like a middle school embedded in real world businesses (See Embark Education.) This role will have the support of program area leads and a full-time graphic designer.

This role is responsible to:

- Develop, oversee the strategic planning and implementation of integrated brand marketing programs for all organizations’ entities and programs
- Execute & maintain strategic internal and external marketing and communication initiatives
- Be data-driven in the approach to creating effective content that results in a ROI
- Identify relevant target audiences and craft content to appeal to various audiences
- Develop and manage social media platforms to increase engagement across channels for all brands
- Coordinate with Graphic Designer on all digital and print outputs
- Maintain branding and quality standards for all campaigns and productions
- Develop and implement long-lead marketing calendars with program leads
- Work closely and collaboratively with program directors to contribute to enrollment, recruitment, and retention efforts
- Develop and maintain annual marketing budget with program area leads

Commented [1]: Develop marketing & communication plans and ideas for promotion of all organizations’ programs & entities.

Commented [2]: Develop & execute paid and organic social media strategy, including but not limited to Facebook, Twitter, Instagram, and YouTube

Commented [3]: Coordinate with Graphic Designer to ensure accuracy, quality and brand alignment of all content produced.
Oversee all email marketing and external communications
Track/measure/respond to all marketing efforts
Know that as a new position, there will rarely be established answers to the questions that arise. There is no clarity on what a typical day looks like, so we are looking for someone that will take ownership of the role and be willing and able to flexibly find a path where none has been laid out. We are looking for someone that is a creative problem solver, a collaborative thinker/worker, flexible and an expert communicator

Qualifications:
- Extensive experience leading marketing efforts and/or creative campaigns
- Exceptional writing and editing skills
- Ability to execute minor design tasks, such as editing copy or replacing images within InDesign & Illustrator native files.
- Prior experience with marketing launch campaigns and/or new business development is a plus
- Strategic thinker and planner
- Independent self-starter with ability to work independently and/or with a team
- Flexibility to work in an interactive environment with ambiguity and fluidity
- High expectations for quality
- Attention to detail
- Creatively include the words “burrito” and “aardvark” somewhere in your cover letter or resume. Really
- Proficient in using technology and remotely coordinating logistics
- This role will use the following systems nearly daily: Adobe Creative Suite, Word, Excel, Outlook, PowerPoint, Google Docs, Mailchimp, Squarespace, Slack, Trello, Notion, Populi and Survey Monkey. Solid computer technical skills will be necessary to pick up on the programs you are not familiar in.
- Have a willingness to question convention, to experiment and to take bold but calculated risks, balanced with an organized approach to managing details
- Have a sense of humor
- Have the ability to thrive in a self-motivated, challenging and demanding role that will have varied and sometimes extended hours

Our expectations are high, our strategic plan is ambitious, and our staff must be up for a challenge. We are a unique culture of passionate, self-driven and self-managed leaders, all empowered and supported to build out our roles and influence. We move quickly on opportunities through thoughtful and meaningful feedback from within and outside of our team.

We believe that traditional hiring practices have historically and systemically marginalized entire groups of people — including people of color, people from working class backgrounds, women and people in the LGBTQIA+ community to name a few. We believe that we are better as an organization when we work to deconstruct the barriers intrinsic in that system so that our team has authentic representation from diverse communities, backgrounds and beliefs. Hence, we strongly encourage qualified candidates with these identities or who are members of other marginalized communities to apply for roles within our team.

Please email an interesting (meaning, not, stock, boring or typical) cover letter and your resume to team@greatworkinc.org.