



Marketing Manager

Our Story:

Epilepsy Foundation of Minnesota (EFMN) works to educate, connect, and empower people about issues surrounding epilepsy and seizures. Our vision is a world in which people living with seizures realize their full potential and our purpose-driven staff provide a wide range of programs and services for people with seizures, their families, and the wider community.

As a nationally leading affiliate of the Epilepsy Foundation, we build awareness of the condition, reduce stigma about epilepsy and develop and deliver world-class programming; including trainings, information referrals and creating a network of support for people living with seizures and their caregivers. We empower our community through fundraising, advocacy and volunteerism to support those that rely on our services.

EFMN augments our community support through social enterprise. Our Donated Goods program collects and distributes used clothing and small household goods to generate additional support used for programming like camps, connect groups and regional trainings.

With a staff of approximately 50 employees and a volunteer board of 22 doctors, advocates, and community members, EFMN offers a vibrant and team-driven atmosphere with a strong commitment to our community and to our mission.

For more information about EFMN, please visit our [website](#), check out our pages on [Facebook](#) and [LinkedIn](#), or read our [2018 Annual Report](#).

Core Responsibilities:

The Marketing Manager reports to the Executive Director and partners internally with program, development, and donated goods to execute a successful marketing strategy. The manager, and one direct report, provide marketing expertise to the entire organization.

The manager is responsible for developing and implementing a comprehensive department plan that supports the organization's three-year strategic plan. The Marketing Manager's efforts will increase epilepsy awareness and programming, connect with more communities, support research and innovation, and invest in our internal resources. The manager will be an effective communicator, with the ability to create stories that blend facts and emotion to motivate engagement with our many audiences.

The Details:

Strategic Communications and Organizational Messaging

- Oversee all communications created by the organization, maintaining a cohesive brand, look and tone.
- Manage all brand activities, providing guidance and oversight to staff on key messages, promotional events, educational mailings, and other organizational communications.
- Create a robust advertising, public, and media relations presence including establishing media relationships, developing features and stories, and delivering messaging to diverse audiences.
- Provide effective marketing and communications strategy to increase effectiveness and response rates for the donated goods program.

- Provide effective development and fundraising marketing strategy, including marketing materials and support for phone solicitation, fundraisers, quick service donations, and other donated good solicitation channels.
- Work closely with direct reports and other departments to create, produce, distribute, and manage print collateral including: newsletters, brochures, fundraising materials, and annual reports.

Relationships and Leadership

- Partner with the program department, and specifically the regional offices, to build the Foundation's marketing and media presence in greater Minnesota and Eastern North Dakota.
- Establish and maintain a strong working relationship with the Epilepsy Foundation of America.
- Work closely with direct report to build on individual and team strengths; providing professional opportunities to direct report that allow for individual and department progress.
- Provide objective, honest feedback that is relevant, useful, and leads to high individual and team performance.
- Foster a culture of collaboration, working closely with other departments to achieve desired outcomes.

Website, Data, and Analysis

- Optimization and testing of design, messaging, and cadence of fundraising and donated goods marketing.
- Oversee SEO, Google Ad Word grants, and Google Analytics.
- Analyze and utilize audience data, database workflows, and multiple channels to deliver comprehensive messaging.
- Provide leadership for the organization's website and responsible for website management.
- Develop and manage the department's budget and goals.

Position Specifics:

- Bachelor's degree in marketing preferred; may also include health care, development, or related field.
- 3 years' experience in marketing management position with experience in data analysis; experience with Google Analytics a plus.
- Database administration experience in Salesforce or similar database preferred.
- Proven success in building and maintaining key relationships and meeting strategic communication goals.
- Proven ability to lead projects and work across departments.
- Experience in organizational storytelling.
- Demonstrated ability to work with a wide range of professionals and clients with varying abilities and from diverse backgrounds.

Compensation and Benefits:

We offer a competitive, comprehensive total compensation package. The salary range is \$59,000 – 68,000 annually. A core benefits package includes short- and long-term disability, and life insurance with related premiums covered 100% by the Epilepsy Foundation of Minnesota (EFMN). Additional options include medical (HDHP and copay plan options) and dental insurance with EFMN covering 85% of related premiums for employee coverage. Employees have access to an on-site fitness center with costs covered by EFMN, indoor bicycle storage, and free parking. Ongoing professional development opportunities are available to all office staff and our time off package includes PTO and holiday pay.

How to apply:

Qualified candidates should submit a resume and cover letter (including preferred salary range) all in one document (PDF preferred) to Heather Besonen, Human Resources Director, via email at hbesonen@efmn.org. **This position is open until filled.**

Epilepsy Foundation of Minnesota is committed to hiring and fostering a diverse and inclusive workforce that leverages the skills and talents of all employees in our organization.

Core Competencies:

Commitment to Diversity

Eager to work effectively with other employees, partners and participants without discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, disability, age, family composition, marital status or socio-economic status. Committed to opportunities to support cultural diversity in the workplace.

Commitment to Service

Responsive to the needs and requests of EFMN partners and participants. Extends courtesy, friendliness and overall respect to others.

Leadership

Plans, guides, influences and orchestrates critical activities within the organization. Establishes effective objectives, priorities and implementation plans. Demonstrates confidence.

Strategic

Considers the overall needs of the department when determining a course of action. Demonstrates the ability to analyze, synthesize and manage information into solutions.

Achiever

Creates significant work plans and takes the steps necessary to complete them. Regularly explores new ideas and takes calculated risks to improve on current strategy.

Interpersonal Communication and Teamwork

Listens well and is open to others' perspectives. Develops strong working relationships and values them as critical to effective work.