

MARKETING MANAGER

About the Epilepsy Foundation of Minnesota

One in 26 people will develop epilepsy in their lifetime. Founded in 1954 and headquartered in Saint Paul, the Epilepsy Foundation of Minnesota (EFMN) offers services for people with epilepsy and seizures across Minnesota and boarding communities. We are a mission-driven organization working to educate, connect, and empower people about issues surrounding epilepsy and seizures.

We lead the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.

Position Overview

The Marketing Manager is responsible for the planning and execution of communication, social media logistics and coordination, and collateral development between marketing and other departments within the Epilepsy Foundation of Minnesota (EFMN). This role will creatively engage existing and new audiences and partners to increase participation in awareness of a given campaign (Gala, Walk, Expo, etc.) through the development and design of brochures, monthly e-newsletters, social media, and other forms of communication. This position will additionally provide ongoing strategy, implementation, and analysis of marketing campaign/projects with departments across EFMN. Our ideal candidate has experience working with multiple departments/clients and is comfortable with day-to-day marketing activities, as well as long-term strategy, thriving with tight deadlines, and managing multiple projects.

Essential Functions

Website and Social Media Management

- Manages website functionality and the user experience, including page design, site navigation, and online registration forms
- Ensures the website is current with updated content and events
- Manages EFMN social media accounts – Facebook, Instagram, Twitter, and LinkedIn – with relevant content for external audience
- Creates social media ads for marketing campaigns and events; reports on effectiveness of social media strategies and ads
- Oversees SEO, Google Ad Grants, and Google Analytics
- Troubleshoots technical issues that arise

Collateral & Content Development and Management

- Manages the development of digital and print materials for EFMN, including Awareness Month, Annual Report document, grant proposal pieces, gala invitations, brochures, fundraising campaigns, etc.
- Reviews projects across the organization to ensure proper grammar, accuracy, and meeting of style guidelines
- Creates reports on effectiveness of marketing strategies (emails, social media strategies, ads, etc.) for campaigns
- Creates graphics and document designs for marketing collateral as needed

Campaign & Project Management

- Works in cross-functional teams to manage marketing campaigns from planning to execution and delivery
- Manages different vendors and consultants to achieve marketing goals
- Monitors budget, progress, and roadblocks of projects and works effectively to meet deadlines
- Clearly communicates with multiple departments on project/campaign life cycle

Manage Marketing Emails

- Write and edit internal and external communication, including e-newsletter and blog posts, outside of program, services, and development projects
- Coordinates the communication calendar for marketing department
- Analyzes e-newsletter and e-blasts click and open rate to provide email communication strategies

Other tasks as assigned

Position Requirements

- Bachelor's degree in marketing, communications, or related field; Associate's degree with experience in the field
- Strong writing, editing, and interpersonal skills
- Strong project management skills and ability to handle multiple deadlines simultaneously
- Great attention to detail
- Experience with MS Office, WordPress, CRM platforms, Adobe InDesign, and Adobe Photoshop required
- Experience with major Social Media platforms (Facebook, Instagram, Twitter, LinkedIn, and YouTube) required

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit/stand for up to eight hour periods of time.
- Ability to look at a computer monitor and related equipment.
- Ability to move up to 15 pounds.

Travel

- Occasional travel within Minnesota

How to apply:

Qualified candidates should submit a cover letter and resume all in one document (PDF preferred) to careers@efmn.org. This position is open until filled.