



## MARKETING MANAGER

We are currently seeking an experienced *Marketing Manager* to join our team in **Dallas, TX**.

### Who We Are:

**Make-A-Wish North Texas** - Since 1980, Make-A-Wish has been creating life-changing wish experiences for children with critical illnesses around the world. Wishes are proven to have a positive impact on a child's physical and mental well-being and are credited with increased compliance with treatment. When a wish is granted, a child replaces fear with confidence, sadness with joy, and anxiety with hope, forever transforming the lives of children, their families, and entire communities.

Make-A-Wish North Texas is 100% locally funded and serves 161 counties across the state of Texas, including Dallas, Fort Worth, El Paso, Amarillo, Lubbock, Midland/Odessa, and the surrounding areas. Since our chapter's founding in 1982, we have granted over 13,000 wishes. To learn more about us, visit <https://wish.org/ntx>.

### Our Mission:

Together, we create life-changing wishes for children with critical illnesses.

### How We Work:

We are a culture grounded in the knowledge that wishes bring hope that can change everything. We care about our wish families, each other, ourselves, and our communities. We believe in communicating with curiosity, assuming the best of intentions, and listening to understand. We think it's important that all voices get to be heard. We are transparent. We passionately bring wishes to life, and we have a lot of fun along the way! Ultimately, we strive for joy in our work, so that we can be a source of joy for our wish kids and their families.

*This position is hybrid in the Dallas/Fort Worth area, working at least two days per week in our Addison office.*

If your experience and skills meet the needs outlined in this job posting, and this is the type of work environment you value and want to be a part of, then please apply!

### About the Role:

The Marketing Manager, with guidance from and collaboration with the Director of Marketing & Communications, will develop and implement owned, earned, and paid marketing and communication strategies to measurably increase revenue for and awareness of the mission and brand of the Make-A-Wish North Texas Chapter.

### What you'll do:

*Core duties and responsibilities include the following. Other duties may be assigned.*

- With direction from the Director of Marketing & Communications, manage marketing projects that will produce revenue and visibility for the chapter.
- Execute, measure, and optimize communications programs aimed at various target audiences in accordance with the annual marketing plan.
- Partner cross-functionally, manage priorities, and execute marketing and communications materials to support Development, Events, Program, and Volunteer Services teams.





- Manage content creation and storytelling. Write and edit succinct, clear, impactful, and compelling communication materials that drive community understanding of the impact of a wish as well as the Chapter's local focus.
- Partner with Graphic Designer to manage creation of materials including print collateral, video, online, advertising, social media, event-related materials, and email newsletters. Be attuned to the brand and steward consistent application of brand standards.
- Manage social media presence across all platforms. Develop compelling content that increases followers and amplifies engagement. Engage followers and respond to comments and questions in a timely manner.
- Develop influencer strategy and partnerships to elevate Chapter visibility and community engagement.
- Own maintenance of and updates to the Chapter's website and event websites.
- In accordance with the Make-A-Wish team philosophy, carry out or assist with other tasks in addition to those listed in the job description.
- Align to our Rules of Engagement. We believe that our culture and workplace community thrive when we engage with our colleagues and constituents within these tenets:
  - Assume best of intentions
  - Listen to understand
  - Create a judgement-free zone
  - All voices get to be heard
  - Communicate with curiosity
  - Commit to transparency
  - Have fun!

#### **Our Perfect Candidate**

##### ***Education and Experience:***

- Bachelor's degree in Marketing, Advertising, Communications, or a compatible field or related equivalent experience.
- 5+ years' experience in marketing and nonprofit fundraising.

##### ***Required Abilities and Skills:***

- Positive, proactive, and collaborative team member with a strong work ethic and sense of responsibility for one's work.
- High integrity and ability to work intelligently with confidential information.
- Stellar project management skills and ability to manage competing priorities. Highly organized, with exceptional attention to detail, follow-up, and follow-through.
- Solid writing, editing, and proofreading skills.
- Demonstrated experience managing marketing campaigns from brief to creative development to execution to post-campaign analysis.
- Ability to manage the details with an eye on the big picture.





- High level of proficiency with social media programs, including Facebook, Instagram, and LinkedIn.
- Experience developing influencer strategies and campaigns.
- Experience managing email marketing campaigns. Experience with platforms such as Constant Contact or Salesforce Marketing Cloud.
- Working knowledge of Google Analytics, Google AdWords, and Google Search Console.
- Strong interpersonal communication skills and presentation skills.
- Self-starter with creative problem-solving skills.
- Ability to work independently and with limited supervision while keeping Director appropriately updated.
- Proficient in Microsoft Office Suite.
- Ability to present a positive and professional image of the Make-A-Wish Foundation of North Texas.
- Bilingual (English/Spanish) is a plus.
- Must be able to travel and work flexible hours beyond the normal schedule when necessary, including attending weekend and after-hours events.

**Company Offers:**

- Competitive salary commensurate with experience and education
- Comprehensive benefits package available: (*healthcare, vision, dental and life insurances; 401k company match; paid time off and holidays*)

**To Apply:**

Please submit your cover letter with salary requirements, and resume to [hr@ntx.wish.org](mailto:hr@ntx.wish.org)

***We are an Equal Opportunity Employer!***

