



Marketing Manager Development & Marketing Department

Job Title:	Marketing Manager
Department:	Development & Marketing Department
Reports to:	Marketing Manager
FLSA Status:	Full Time, Exempt

About Miracles for Kids:

Miracles for Kids is a 501(c)(3) nonprofit organization serving families with critically-ill children receiving treatment at one of four affiliate hospitals: CHOC Children's in Orange, Children's Hospital Los Angeles, Mattel Children's Hospital UCLA, and Benioff Children's Hospital in the Bay Area. By operating programs that provide financial aid, basic needs, and wellness to patients and their families, Miracles for Kids creates stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids operates an office in Irvine, CA and a subsidized apartment complex, Miracle Manor, in Orange, CA.

Job Overview:

The Marketing Manager is responsible for the overall Miracles for Kids brand story. Must work closely with all organizational departments to ensure an ongoing, unified marketing strategy to effectively communicate to all stakeholders – including board of directors, high net worth donors, prospective supporters, patient families, media and the community at large. Manages marketing team and relationships with external marketing support in public relations and creative agencies.

This position touches upon every facet of marketing and the ideal candidate should be comfortable with graphic design, digital marketing, web development, SEO, social media marketing, marketing analytics, event marketing, public relations, media relations, e-news marketing, writing, and storytelling. Should also enjoy working with others in a collaborative team setting and lending marketing expertise to refine their messages and business objectives.

Job Duties:

- **Annual Marketing Strategy** – Work directly with CEO and the Miracles Team to develop annual strategy based on organizational needs and goals; and track and report in on results to the CEO for the Board of Directors
- **Brand Management** – Oversee consistency of branding, voice, and story through all forms of communication through all marketing channels
- **Website Management** – Ensure accurate and timely information is updated to miraclesforkids.org on a regular basis and monitor SEO and adjust strategy as needed
- **Social Media** – Oversee social media strategy, review and edit posts / content as needed
- **Email Marketing** – Oversee email marketing strategy and e-newsletters; create and design content; execute and track
- **Writing and Copyediting** – Create and perfect various forms of marketing and fundraising communications
- **Community Programs & Events Marketing** – Oversee campaigns to promote community programs and signature events, design required promotional pieces including fliers, advertisements, microsites, programs, signage, graphics, presentations, etc.
- **Marketing Ideation** – Work with the team to contribute to the development of new ideas to improve the brand and related initiatives
- **Media Relations & Community Nominations** – Manage PR Agency in press and community relation efforts

This Job Is for You If You:

- Love marketing a brand you LOVE, for a cause you can truly believe in
- Are willing to put critically-ill kids and families in desperate need at the heart of everything you do
- Are self-motivated, deadline driven, organized, flexible, accustomed to performing well under pressure and willing to roll up your sleeves for the good of the team and a common mission
- Have an analytical mindset with problem-solving abilities, are creative, enjoy change and motivated by developing solutions to challenges
- Can communicate effectively with co-workers, external donors and volunteers
- Are **highly proficient** in Microsoft Office (Word, Excel and PowerPoint), Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Dreamweaver), MailChimp, Survey Monkey, and Word Press
- Learn new systems quickly and familiar with (or willing to learn) Blackbaud, Event Gives, Apricot and Greater Giving

Work Environment:

Full-time, 40 hours per week at the Miracles for Kids office in Irvine, CA. Occasional evening and weekend hours pending event and program timing.

Interested? We'd Love to Hear from YOU!

- Please email your cover letter and resume to info@miraclesforkids.org.
- In your cover letter please explain why you are passionate about marketing for a nonprofit and indicate your wage expectations.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization. Employment with Miracles for Kids will be "at will," meaning that either the employee or Miracles for Kids may end employment at any time and for any reason, with or without cause.