



Who We Play For
2412 Irwin St,
Melbourne, FL 32901

MARKETING DIRECTOR

Job Type:

The WWPF Marketing Director will be responsible for creating marketing materials for events, webinars, and speaking engagements to drive retention and action from customer base. Being a good communicator is a must for this position with experience in social media, direct mail, email, and other forms of marketing experience.

Location:

Florida

General Job Description:

The ideal Marketing Director will be an organized, take-charge professional with strong interpersonal and communication skills. This is a monthly stipend position currently. The MD will report directly to the Executive Director of WWPF.

Duties and Responsibilities:

- Day-to-day implementation of media, communication strategies, marketing and branding management related to initiatives, fundraising, advocacy and public policy
- Focus on increasing brand awareness, revenue generation, organizational positioning, and improving cardiovascular health
- Set individual goals, with metrics and a strategic plan towards reaching them
- Lead and appropriately delegate with chosen members of the Leadership Team
- Coordinate marketing, communications, and public relations activities
- Target key organizations/people whose goals align with WWPF
- Maintain WWPF social media and website (Facebook, Twitter, Instagram, and LinkedIn)
- Engage in the community at events
- Handwritten thank you letters to the WWPF advocates

Qualifications for the Role:

- Education: Bachelor's Degree or equivalent work experience
- Self-motivated, independent worker, and strong communicator
- Background in the non-profit/healthcare sector
- Ability to think creatively and strong attention to detail
- Experience with Microsoft Office (Word, Excel, PowerPoint)
- Must pass a background check

All resumes should be sent to info@howeplayfor.org.