

AMERICAN LIVER FOUNDATION

JOB DESCRIPTION

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and revised to meet ALF's changing needs, at the sole discretion of management.

TITLE: Director of Marketing	GRADE:
LOCATION: New York	REPORTS TO: Chief Development & Marketing Officer
DATE PREPARED:	EXEMPT: X NON-EXEMPT:

PRIMARY FUNCTION/PURPOSE: Marketing and Communication needs of the American Liver Foundation. Focusing on branding, product development and online marketing.

MAJOR DUTIES AND RESPONSIBILITIES:

- In collaboration with the Chief Development Officer, prepare annual plan of work for assigned areas of responsibility.
- Develop marketing and communications work plan integrating activities and messaging for ALF.
- Develop, implement online marketing campaign, activities and messaging
- Optimize Convio tools
- Link in Direct Mail campaign messaging and online presence
- Utilize social networking sites to expand ALF presence
- Create online newsletter tool
- Create Press releases and Human interest stories as required
- Provide training to field staff on PR tools
- Provide communication tools for staff relating to key development initiatives
- Create and implement plans to raise awareness for ALF and liver disease
- Prepare National communication materials
- Be a spokesperson for ALF
- Provide support to Programs department on core initiatives, advocacy, research and awareness campaigns
- Coordinate conference exhibitor booths for ALF
- Manage, train and mentor staff as assigned.

American Liver Foundation

Position Title: Director of Marketing

- Provide support to Development team as needed
- Interact with members of Chapter Boards of Directors and Committees as assigned.
- Perform other duties as required to meet the needs of the American Liver Foundation.

FISCAL RESPONSIBILITY: Development and responsibility for Marketing & Communications national campaign and chapter budgets.

POSITION REQUIREMENTS:

Education: Bachelor's Degree (or equivalent) required.

Experience: Five plus years experience with not-for-profit organizations preferred. Must have experience in brand management, brand development and product marketing.

Related Skills or Knowledge: Microsoft Office Suite (Word, Excel, PowerPoint) Technical skills necessary to understand/navigate online giving campaigns. Must have exceptional writing and communication skills.

Work Environment: Must be willing to work a flexible schedule including some nights and weekends.

Signature

Date