



DIRECTOR, MARKETING POSITION GUIDE

ABOUT THE OUNCE OF PREVENTION FUND

Since 1982, the Ounce of Prevention Fund has persistently pursued a single goal: that all children living in America—particularly those born into poverty—have quality early childhood experiences in the crucial first five years of life. Children born into poverty begin life with the odds stacked against them. That’s not just unfortunate for them. It’s a problem for all of us—one that can and must be solved.

The Ounce is demonstrating effective solutions every day through work anchored in a growing body of scientific evidence about early brain development. Private dollars are used to apply that science in developing innovative programs, and then leverage public funding to support their implementation and replication.

The Ounce:

- Serves more than 4,000 children and families directly through birth-to-five programs it funds and operates in Chicago as well as through its network of voluntary [home visiting programs](#) throughout Illinois.
- Integrates the latest [research and best theories](#) into program development efforts.
- Trains nearly 3,000 community-based early childhood professionals in Illinois each year.
- [Advocates](#) for state and federal funding for early childhood services that reach hundreds of thousands of children across the country.
- Partners with advocacy organizations in 17 states and Washington, DC, to build their capacity to advance policy change and increase public investments in effective birth-to-five programs.
- Communicates through [publications](#) and other resources to ensure that knowledge is translated into understanding that leads to action—in homes, schools, board rooms, and on Capitol Hill.
- Designs and develops models, curricula, education materials and other programs that help prevent the academic achievement gap and the social problems it can create, including school dropout rates, teenage pregnancy, juvenile crime and chronic health conditions.

MISSION

The Ounce of Prevention Fund gives children in poverty the best chance for success in school and in life by advocating for and providing the highest quality care and education from birth to age five.

KEY INFO

\$62 million operating budget

\$27 million raised from philanthropy

315 total staff

VISIT THE OUNCE:

www.theounce.org



THE POSITION

The Director of Marketing leads the brand strategy and oversees the execution of all marketing aimed at supporting the organization's overall goals, positioning, and programs. The Director is responsible for generating awareness and engagement of the Ounce through a multi-channel marketing strategy, with a heavy digital emphasis. This role requires skillful collaboration across the organization's key functions and working closely with the Communications team to develop, curate and amplify content both internally and externally.



The Director of Marketing reports to the Chief Marketing Officer and leads a team of three full-time staff which includes: a Senior Marketing Manager, Marketing Associate, and a Digital Specialist. Peers within the Marketing, Communications and Innovation Team include the Director, Marketing for Educare Learning Network; the Vice President, Communications; and the Director, Innovation. The Director serves as a member of the Ounce's leadership team.

MAJOR OBJECTIVES

- Develop a multi-channel marketing strategy that grows awareness and drives engagement with targeted demographic audiences.
- Oversee the development of a digital marketing strategy and build a case for investment in an online fundraising program.
- Lead a refresh of the Ounce's website focused on target audiences and optimize a pathway for engagement.
- Create and implement a new email program, which cultivates constituents, and increases both engagement and donations.

RESPONSIBILITIES

- Help develop a multi-channel marketing strategy (emphasis on digital) that drives organizational objectives and programmatic goals.
- Oversee execution of the marketing plan across all channels inclusive of web properties, social channels, video platforms, email, mobile messaging, SEO, paid search, and donated or paid media.
- Partner with external communications to develop and lead an integrated marketing, public relations and communications campaign that supports the Ounce's brand strategy.
- Act as a Brand steward. Ensure the look, tone, and feel of the Ounce's brand remains consistent and effective in all internal and external materials.
- Manage growth of the Ounce website, ensuring that the online strategy effectively reaches intended target audiences and provides visitors with relevant content and needed tools.
- Develop and implement a year-round digital content strategy per key audience segment to engage constituents at every phase of the constituent journey.
- Analyze and optimize marketing KPI's for efficiency and effectiveness and socialize learning with Senior Leadership Team.

- Remain current in cultural/technological/digital marketing trends in reaching target constituency.

QUALIFICATIONS

- At least 10+ years of progressive experience in marketing, communications with a strong focus on the digital experience.
- Experience working for a complex mission-based organization and previous online fundraising experience is plus.
- Experience in developing effective positioning and leading execution of brand strategy. Experience in brand management either from more traditional CPG experience or non-profit.
- Proven success in developing and executing marketing strategies and plans to meet organizational and programmatic goals.
- Expertise in the development of digital marketing strategies to generate awareness and engagement for unique target audiences.
- Experience in developing and managing an online fundraising program.
- Excellent interpersonal and communications skills, including the ability to write clearly, speak comfortably and compellingly to diverse audiences, and to communicate effectively with staff and colleagues.
- Demonstrated ability to collaborate with others (Agencies, partners, vendors, management, and staff) to accomplish goals.
- Self-starter, comfortable navigating in a start-up like environment with the ability to develop processes and structure along the way.
- Success in leading, building and motivating high performing team and developing individual talent.
- A passion for and commitment to the Ounce's mission of providing children in poverty high quality early education to succeed in school and in life.
- Bachelor's degree is required, Masters in Marketing or Communications preferred.



APPLICATION

The Ounce has retained Campbell & Company to conduct this search. The team for this project includes Daniel Fissinger and Alexandra Catuara. To be considered for this opportunity, please send a letter of interest and resume to:

Alexandra Catuara

Associate Consultant, Executive Search

anc@campbellcompany.com

Phone: (312) 506-0060



The Ounce is committed to recruiting, hiring, training and promoting persons in all job classifications without regard to race, color, religion, national origin, sex, age, handicap, sexual orientation or any other protected status.