

## Marketing Director

**You:** Creative. Curious. Persistent. Playful.

**Us:** Avidly looking for you!

Girl Scouts are achieving milestones daily and we want the world to know about it. As Marketing Director, you will be making a difference because you're responsible for discovering and telling the girls' stories in exciting, creative and heart-moving ways. We are seeking a visual storyteller; a confident communicator with skills to develop and execute campaigns. Our Marketing Director will seek and seize opportunities to build the Girl Scout brand.

### APPLICATION PROCEDURE

Email cover letter and resume to Kathy, Chief Talent Officer, at [HR@gsbadgerland.org](mailto:HR@gsbadgerland.org)

### Job Summary

The Marketing Director will work with Chief Marketing Officer to develop and implement marketing and communication strategies that support the mission, vision, goals, and objectives of Girl Scouts of Wisconsin-Badgerland Council ensuring consistency with the Girl Scout Brand. S/he will provide leadership and management oversight to the marketing communication team. Will work with Chief Marketing Officer to create and carry-out an innovative and lively year-round marketing strategy to increase visibility of, knowledge of, and participation in Girl Scouts. The Marketing Director will evaluate trends, analyze data and propose strategy shifts based on that information.

The focus of this job is on making a difference by discovering and telling the Girls' stories in exciting, creative and heart-moving ways. Initiative, innovation, creativity coupled with the ability to stay focused on results despite changing conditions, are the keys to achieving success in this role. The role requires getting things done quickly and handling a variety of activities. Self-assurance, and the confidence to purposely drive toward results while constantly problem-solving and engaging the commitment of others is essential. A leadership style that is goal oriented, and yet motivates, leads, and engages others in an enthusiastic way is important. The emphasis on building rapport and relationships with individuals and groups requires an outgoing, poised and persuasive communication style. The environment is fast-paced and requires the ability to learn quickly and thoroughly while continually recognizing and adapting to changing conditions is critical.

### Essential Duties and Responsibilities

- Responsible for the development and implementation of a multi-channel marketing communication strategy and yearlong marketing plan with support and oversight from Chief Marketing Officer.
- Ensures print quality and brand standards are adhered to with both internal and external users.
- Coordinates all marketing and print production with vendors.
- Ensures Council website and social media sites are updated with current and relevant information.
- Creates lively visual and written marketing content.
- Supervises the Marketing Communication team; monitors and evaluates employee performance, providing on-going feedback to maximize productivity and excellent customer service.

- Interprets, applies, and communicates the Girl Scout Leadership Experience philosophy and Council policies, procedures, and standards to volunteers.
- Utilizes the Council's customer relationship management systems to manage, support, and track interactions with volunteers.
- Ensures Girl Scouting is open to all girls and adults by delivering the Girl Scout message of pluralism and diversity to members of the Council.
- Promotes and assists with Council wide programs, activities, public relations and fund development endeavors.
- Performs other duties as assigned.

### **Education or Experience**

- Bachelor Degree in Marketing, Communications, Journalism, Public Relations or related field. Other combinations of education with relevant experience that demonstrate the ability to perform the duties of the position will be considered.
- 3 years' experience in marketing or other related fields.
- 1 year prior supervisory/management experience
- Demonstrated mastery of social communications.
- Proficiency with Adobe Creative Suite required
- Excellent computer skills in Microsoft Office, experience working with social media platforms, and customer relationship management systems, required. Experience working with Salesforce, preferred.
- Excellent writing, videography and photography story-telling skills.

### **Anticipated Time Away from Office**

- Must be able to occasionally work irregular hours, including nights and weekends; possess a valid Driver's License; must be able to work both in an office setting and independently off-site.
- Travels throughout council jurisdiction 10% of working time; overnights, rare.

## **Organization Overview**

### **Vision**

To be the premier leadership organization for girls in the USA.

### **Mission Statement**

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

### **Overview**

Girl Scouts of Wisconsin – Badgerland Council provides programming, training, and support to more than 8,000 Girl Scout members in 23 counties in southwest and southcentral Wisconsin and parts of Minnesota and Iowa. Badgerland is among 111 Girl Scout councils nationwide and is the nation's largest, and most impactful, organization dedicated to lifting girls.

Badgerland Council includes volunteers, adult and girl members, and paid, professional staff *working together*. This includes recruitment efforts, troop leader and family engagement training

and support, Girl Scout programming and activities, and the iconic Cookie Program: the largest girl-led business in the world!

### **Organizational Strategic Focus**

- Build an organization that reaches its goals and grows a membership that fully reflects our population.
- Increase new members (volunteers, girls, donors) with a focus on K-3, 5-6, and 8-9 grade levels and foster partnerships that support our growth.
- Grow retention across all segments with high quality leader support and sought-after programming experiences for girls.
- Demonstrate brand promise as the relevant, powerful, amazing organization that lifts girls and women for a lifetime of success.
- Delight our customers understanding that they include troop co-leaders, girls, parents, donors, volunteers, partners and staff.
- Thoughtfully create systems and utilize accountability measures that ensure commitment to our strategic focus and long-term viability.

### **Individual Core Competencies**

- Innovative Solution Seeker: Creatively and critically explore opportunities and challenges with an eye to solutions and forward-moving actions.
- Emotionally Intelligent: Personal awareness, self-control, and appropriate emotional expression; ability to build and steward interpersonal relationships judiciously and empathetically.
- Gumption & Drive: Through initiative and resourcefulness, set and reach ambitious goals; results-driven and self-motivated.
- Collaborative & Open to Learn: Work effectively in teams and inter-departmentally to move the mission forward; respond positively to constructive feedback and seek learning and growing opportunities.

**Diversity & Equity Advocate:** Passionate about creating and supporting diverse, equitable, and inclusive spaces in the Girl Scout community. Strong intercultural communication skills; value diverse thoughts and perspectives and the positive outcomes when all voices are heard.