

Position	Digital Marketing Manager
Department	Marketing & Communications, Operations
FLSA Status	Full Time, Exempt
CFSA Grade	15
Reports To	Director of Marketing & Communications
Organization Profile	<p>Founded in 1980, the Community Foundation for Southern Arizona has supported Southern Arizona with over \$260 million in grants and scholarships, stewarding the philanthropic legacy of our community's generous donors and increasing the breadth and depth of resources available to nonprofit organizations in our region.</p> <p>The impact we make is a collective one, with funds held by individuals, families, and businesses with unique interests, ideas, and passions. Our work touches every aspect of daily life, including animal welfare, arts and culture, community development, education, environment, health and human services, and more.</p> <p>In addition to the support provided to Southern Arizona nonprofits through donor-advised grants, designated grants, and competitive grantmaking, CFSA also partners with nonprofits through its Center for Healthy Nonprofits and offers beautiful and affordable office, meeting, and event space at its centrally located Community Foundation Campus.</p>
Position Purpose & Overview	<p>The Digital Marketing Manager is responsible for the implementation and evaluation of digital communications across the organization. This position is responsible for the content, design, analytics, and maintenance of CFSA's website, social media outlets, and other related digital spaces (email marketing, website listings GuideStar, Google business pages, etc.) and will ensure that the brand identity and messages are presented consistently and effectively across all digital platforms. This position also supports general marketing and communications efforts for CFSA overall.</p>
Duties & Responsibilities	<p>Digital Marketing for CFSA (60%)</p> <ul style="list-style-type: none"> • With direct supervisor, develop and implement a digital marketing strategy that: <ul style="list-style-type: none"> ○ Demonstrates CFSA's value to current donors, potential donors, professional advisors, nonprofits, and the greater Southern Arizona community. ○ Increases brand awareness and digital footprint. ○ Engages the next generation of donors. • Develop and implement timelines and workflows to ensure that all scheduled messaging and activities on CFSA's communications calendar are executed in a timely, coordinated, and strategic manner. • Monitor and analyze key marketing performance indicators to track ROI and improve messaging effectiveness. • Create/coordinate production and editing of content to be utilized on all digital channels, including video, photography, written content, and graphics. • Coordinate digital media coverage and promotion of key announcements and activities (initiatives, Field of Impact Funds, donor stories, community impact, etc.). • Manage CFSA's social media, including developing content, video storytelling, and strategies for differentiating Instagram, Facebook, and LinkedIn. • Understand target audiences, including DAF holders, professional advisors, nonprofit leaders, and younger prospects, to tailor messaging effectively. • Monitor and improve search engine optimization (SEO). • Create clear messaging and strategic plan to communicate with segmented email lists. <p>General Marketing & Communications Support (30%)</p> <ul style="list-style-type: none"> • With the marketing team, provide general marketing support to CFSA's:

	<ul style="list-style-type: none"> ○ Philanthropy Department (e.g., emails, quarterly printed newsletters, website updates, and print materials). ○ Community Impact Department (e.g., grant round/award/scholarship announcements, press releases, website updates, and print materials). ○ Initiatives (African American Legacy Fund, Center for Healthy Nonprofits, Community Foundation Campus, LGBTQ+ Alliance Fund, Local News Initiative, Nonprofit Solar Project, Pima Alliance for Animal Welfare, and Solutions-Focused Community Book Club). <ul style="list-style-type: none"> ● Cultivate and create content for core CFSA communications channels, including written content for the annual report, quarterly print newsletters, and emails. ● Partner with vendors, when directed, to support CFSA's broader storytelling efforts, including conducting interviews for (or scheduling the creation of) videos and other multi-media communications. ● Ensure compliance with brand guidelines by staff, vendors, grant recipients, and outside agencies. <p>Event Support (10%)</p> <ul style="list-style-type: none"> ● With marketing team, create a strategic plan to promote CFSA's signature events (Community Celebration, Community Impact Night, Holiday Party, and Legacy Donor Luncheon) and other key events (fundraisers, community engagement, stewardship, and education). ● Working occasional evenings and weekends in support of key events will be required.
<p>Required Experience, Knowledge, and Skills</p>	<ul style="list-style-type: none"> ● A minimum of 5 years of professional experience in digital marketing and communications. ● Experience developing and implementing a digital marketing strategy, including website content development, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, and audience segmentation. ● Experience creating video storytelling for social media. ● Experience creating compelling graphics in alignment with brand standards. ● Experience developing, implementing, and evaluating multi-channel marketing campaigns. ● Superior writing skills, including spelling, grammar, and punctuation. ● Experience with Adobe Creative Suite or Canva. ● Attention to detail and a high level of accuracy. ● High level of computer proficiency in a Windows environment. ● Excellent interpersonal skills with a willingness and ability to work cooperatively with others. ● Self-directed, solution-oriented, and forward-thinking to anticipate organizational needs. ● Excellent organizational and project management skills, including the ability to prioritize multiple and often competing tasks. ● Ability to maintain confidentiality. ● Ability to project a professional image and customer service-oriented approach in person, via email, and on the phone. ● Commitment to continuous process improvement. ● Commitment to creating an inclusive atmosphere where differences are understood, valued, and respected; an understanding and appreciation of the diversity found within southern Arizona including the ability to work with all individuals regardless of race, color, gender, sexual orientation, sexual identity, age, religion, marital status, disability, national origin, and military status.
<p>Preferred Experience, Knowledge, and Skills</p>	<ul style="list-style-type: none"> ● Experience working in philanthropy or the nonprofit sector. ● Experience with data analysis and data visualization. ● Experience with WordPress. ● Experience with Constant Contact or similar. ● Photography and video skills. ● Bilingual (Spanish speaking).

General	<p>We know there are great candidates who will not fit everything we have described above or who have important skills we have not considered. If that's you, do not hesitate to apply and tell us about yourself.</p> <p>The above statements are intended to describe the general nature and level of work performed by an employee assigned to this job. This is not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel incumbent in this position.</p>
Americans with Disability Specifications	<p><u>Physical Demands</u> The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.</p> <p><u>Work Environment</u></p> <ul style="list-style-type: none"> • The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. • While performing the duties of this job, the employee is usually not exposed to weather conditions prevalent at the time. • The noise level in the work environment is usually moderate.
Compensation	<p>The hiring range for this position is \$60,000 to \$65,000 commensurate with experience. The Community Foundation for Southern Arizona offers an outstanding total rewards package to meet employees' health and wellness needs, promote professional development and career growth opportunities, recognize performance, and provide retirement resources.</p> <p>CFSA offers full-time employees:</p> <ul style="list-style-type: none"> • 401(k) retirement plan with employer match. Eligible after 90 days with full vesting, with CFSA contributing 4% of salary immediately and matching up to 4% more after one year of employment, for a total potential match of up to 8%. • Health insurance: CFSA covers 80% of the employee premium and 50% of all dependent coverage costs under the base plan. • Dental and vision insurance: CFSA covers 90% of the employee premium. • Life, accident, death, and disability insurance: CFSA covers 100% of the employee premium. • Short-term and Long-term disability insurance: CFSA covers 100% of the employee premium. • Ten paid holidays and twenty days of paid time off in year one (and increased over time via years of service) • Paid family leave. • Beautiful, modern, art-filled campus, and other amenities. • A flexible work environment that supports a healthy work/life balance and hybrid work options. <p>This is a summary of current CFSA benefits and eligibility and may change over time.</p>
To Apply	<p>Please email your cover letter, resume, and two writing samples (200-500 words) to hr@cfsaz.org.</p>