



Position Title: Director of Digital Marketing

Department: Marketing & Brand Strategy

Reports to: Chief Marketing Officer

The Opportunity: Morris Animal Foundation is seeking a **Director of Digital Marketing** to join our Marketing & Brand Strategy team. This position is responsible for leading all digital marketing initiatives for the Foundation, including collaborating with multiple departments and key stakeholders to understand goals and identify, plan, and implement digital enhancements.

About Morris Animal Foundation

Established in 1948, Morris Animal Foundation is dedicated to improving and protecting the health of animals through scientific innovation, education and inspiration. Our investment in research has yielded life-saving vaccines, new treatments for critical diseases, superior screening tests, and advanced diagnostic tools. We respond to emerging animal health threats that endanger entire species and make new discoveries in basic animal biology to support applied research. With every study we fund - more than 2,850 to date - we strive to advance the science of veterinary medicine, honoring the founding principles of Dr. Mark L. Morris Sr. to benefit animals worldwide.

Morris Animal Foundation is committed to promoting diversity throughout the organization, its staff, Trustees and scientific advisers. Diversity within our organization enhances our capacity to communicate, strengthens our organization, makes our culture more robust and allows us to serve animals, donors and partners more effectively.

The Challenge: This is an opportunity to contribute to a dynamic team working to spread awareness of Morris Animal Foundation, support our scientific and fundraising initiatives, and communicate our research impacts with current and new audiences.

The Team: Morris Animal Foundation's Marketing & Brand Strategy team is a passionate and driven team fueled by its love of animals and dedication to innovative science that will better animal's lives. The team takes pride in living by the Foundation's Core Values of Excellence, Respect, Compassion, Collaboration, Innovation and Determination, and incorporating them in day-to-day interactions, projects, and goals. The team includes marketing and communications specialists, graphic designers, scientific content writers and digital marketers.

The Skill Set: As lead for digital strategies, this role is actively engaged in the selection of digital agency partners, initiating and prioritizing projects, proactively seeking opportunities to innovate and expand our digital footprint, and bringing forward recommendations for use of proven and emergent digital marketing technologies.

The scope of this role includes the Foundation website, all social media channels, content distribution and enhancement, landing pages, digital advertising, search engine optimization (SEO), keyword research and strategies, and user experience (in collaboration with the



Information Systems team). The individual in this role will be accountable for conceptualizing, developing, tracking, reporting, and analyzing digital metrics, and recommending changes to expand and enhance analytics.

Position Requirements:

- The desired candidate will possess a bachelor's degree in a related field.
- Minimum 7-10 years experience in digital marketing roles and promotion, advertising and social media.
- Minimum 3-5 years supervisory experience.
- Interest and aptitude in marketing platforms including CRM/Database Marketing Applications and Content Management Systems, and Marketing Automation Software.
- Experience in leading and managing website development, SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience in developing and optimizing landing pages and user funnels.
- Must have experience in executing social media campaigns and using social analytics.
- Extensive experience using Google Analytics with strong analytical skills and data-driven thinking.
- Working knowledge of Word, Excel, PowerPoint and basic HTML.
- Ability to work in a collaborative, fast-paced, team-based environment.
- Self-motivated, detail-oriented, and able to manage own tasks and schedule.
- Strong writing, editing, proofreading and project management skills are required, as well as excellent oral communication skills.
- Comfortable communicating with diverse audiences, in-person, over the phone and digitally.
- Conference travel 4-6 times/year.
- Adhere to the Foundation's safety policies and procedures and encourage others to do the same
- Participate in building a culture of accountability, performance, and trust
- Promote and adhere to Foundation Core Values: Excellence, Respect, Compassion, Collaboration, Innovation and Determination

Additional Desired Qualifications:

- Experience in or knowledge of animal health, veterinary medicine and/or other health- and science-related fields.
- Nonprofit digital marketing.
- AP stylebook familiarity.
- Asana project management software experience.
- Experience working for an animal or conservation-related organization.
- Passion for science a plus.

Position at a Glance:

1. Supervise digital marketing team, including Digital Marketing Manager and Social Media Marketing Associate.
2. Develop, maintain and execute a strategic digital roadmap aligned with organizational goals and strategies.



3. Oversee an active digital communications calendar across all digital channels.
4. Develop strategies and work with colleagues to improve digital communications and ongoing website enhancements.
5. Initiate and lead digital advertising strategies through various third-party channels while working with external partners.
6. Provide ongoing measurement, analysis and reporting related to digital marketing programs, including establishing a reporting platform for effective visualization of KPIs, outcomes and refinements as needed.
7. Develop and execute digital marketing assets to each intended audience(s).
8. Maintain the Foundation's online brand and improve user experience across all channels.
9. Develop and execute digital campaigns and projects for internal clients of the Foundation.
10. Partner with the Foundation's Development and Information Systems teams to grow donor engagement on various digital channels.
11. Oversee paid social media and email marketing.
12. Oversee community engagement across all channels.
13. Develop larger-scale digital projects, involving internal and external stakeholders, including digital support for a newly developing community science program.
14. Ensure enterprise software is meeting Foundation needs, and upscaling/replacing when necessary.
15. Manage RFPs for third-party vendors/partners to ensure fit and performance.
16. Support other members of the Marketing & Brand Strategy team with content, editing and marketing support.
17. Manage and implement other projects as identified by the Chief Marketing Officer.
18. Perform other related duties as directed or required.

Within three months, you will:

- Build understanding of the Foundation and its mission, operations, key audiences, and scientific portfolio
- Learn the department's project management system, Asana
- Oversee, audit, and adjust, based on findings, our digital environment for DEI and accessibility
- Meet with key stakeholders at the Foundation, including colleagues and peers in other departments

Within 6 months, you will:

- Work with a cross-departmental team to research and plan implementation of new/replacement enterprise software for CRM, ESP, and marketing automation
- Work with a cross-departmental team to build data dashboards to optimize inbound and outbound marketing programs
- Develop actionable KPIs for digital marketing program

Within 1 year, you will:

- Evolve our digital strategy to account for new privacy limitations while embracing new opportunities
- Assist in the development of a robust marketing program for newly planned community science project
- Build digital strategy and budget for the FY23 fiscal year

**Benefits (To name a few!)**

Morris Animal Foundation offers competitive pay, merit-based raises and bonuses, and ample growth and professional development opportunities for its employees. A full benefits package includes 100% paid premiums for employee health, dental, vision, LTD, life insurance and a 403b retirement account with up to 6% employer match. Employees are given accrued vacation time, six personal days per fiscal year, 10 paid holidays, a lifestyle and fitness reimbursement, work from home equipment reimbursements and nine weeks paid FMLA medical and parental leave. Come be a part of a compassionate and collaborative organization that is bursting with pride for its mission!

Position Specifications: Full-time, exempt, supervisory position.

Work Location Requirements: Currently working remote, transitioning to hybrid model (available for in-person meetings as necessary) as COVID-19 conditions change.

Hiring Range: \$85,950 - \$107,400

How to Apply

Please email resume and cover letter that includes how you heard about this job and your salary requirements in a Word document or PDF, labeled with your complete name to the People & Culture Department at PCD@morrisanimalfoundation.org. Please list **Director of Digital Marketing** in the subject line of your email. **Incomplete and/or inaccurate applications will not be considered.**

COVID-19 Vaccination Policy

Morris Animal Foundation is a science-based organization and supports the research community behind FDA-approved vaccines. The Foundation also is committed to protecting the health and well-being of our employees, their families, and members of our community against coronavirus (COVID-19) infection. Beginning February 1, 2022, proof of COVID-19 vaccination will be required for all employees per our COVID-19 Vaccination Policy. Employees that are not vaccinated due to a qualifying medical condition or on the basis of a sincerely held religious belief can request accommodation at the time of the job offer.



Morris Animal Foundation Core Values*

Respect - We act with integrity and are accountable to the needs of others and respectful of their time, expertise and opinions. We listen and communicate thoughtfully, directly and openly, always assuming good intent. We are inclusive and value diversity.

Excellence – We advance animal health by funding only research that meets the highest scientific standards. We are committed to ensuring the best use of donor funds and Foundation resources to benefit animals everywhere.

Compassion - We care deeply about animals and the people who care for them. It is our responsibility and an honor to improve animal health.

Collaboration – We actively partner, creatively work together and freely share ideas to advance the science of animal health and grow our impact. We nurture, grow and educate the animal health community that shares our passion. Together we can do more.

Innovation – At our core, we value proven science but also seek creative solutions to meet the growing challenges of animal health in a changing global ecosystem. Based on what we learn, we constantly evolve to achieve our mission.

Determination - We are driven by our mission and seek answers with relentless pursuit. Using science as our compass, we develop pathways to animal health solutions. So long as animals face health concerns, we will continue to find answers.

*These are core competencies that are expected of all employees of Morris Animal Foundation.