

Position Title: Chief Marketing Officer

Department: Marketing & Brand Strategy

Reports to: Chief Executive Officer/President

The Opportunity

We are looking for an energetic, driven and passionate leader to advance Morris Animal Foundation through the management of our award-winning, internationally recognized brand and the strategic use of our marketing and communications program.

The Chief Marketing Officer (CMO) will develop, implement and manage a world-class marketing and communications strategy for Morris Animal Foundation. This role provides strategy and leadership for communications activities that promote, enhance, and protect the organization's brand. In addition, the CMO works closely with the Chief Development Officer to build revenue and with the Chief Program Officer and Chief Technology Officer to create international awareness of scientific programs including grants and products like CitizenPet.

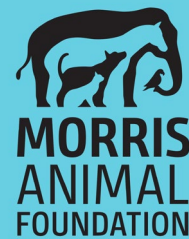
Organizational strategy in the digital marketplace is a moving target. The CMO will shape Morris Animal Foundation's continued growth in the digital space. This role will heavily utilize digital analytics and cost/benefit analyses to make data-inspired decisions for how we best leverage collateral, technology, social media, and digital marketing to effectively communicate with a variety of audiences – from complex scientific communications with researchers to introductory communications that help expand our donor base and volunteer community.

This unique leadership opportunity focuses on both raising international awareness for an important cause and partnering with talented fundraising professionals to help support our passionate donors on their philanthropic journey.

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 3,000 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

The CMO is responsible for the development, execution, and analysis of Morris Animal Foundation's marketing strategy. This includes raising awareness and compelling support of our work through fundraising campaigns; budget development; management and spending analysis; and management of the 12-person Marketing & Brand Strategy team.; The CMO will analyze the effectiveness of current tools and campaigns and subsequent reporting and varied and integrated marketing products including newsletters and other print publications; web, social media and other online communications; media and public relations; paid advertising or marketing; collateral materials; conferences and events; sponsorships of other organizations and events.

The CMO is responsible for the development, integration and implementation of a broad range of public relations, marketing and communications activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media and key external audiences, as well as build partnerships with agencies and corporate sponsors. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization.

Morris Animal Foundation is growing and will soon launch an ambitious citizen science platform called CitizenPet. CitizenPet will create a community of pet owners that support scientific research and advance their own understanding of their pet's health by taking validated surveys and questionnaires. This important initiative is dependent on a successful marketing launch that results in thousands of enrollees annually and retains enrollees through continued engagement of participants. The CMO is a critical player to ensuring CitizenPet is a successful volunteer and donor acquisition channel that supports the research community and research partners through ongoing development of new scientific projects.

The Team

Marketing & Brand Strategy Department: A mission-driven team of collaborators who are dedicated to improving and protecting the health of animals as brand stewards with an ever-evolving commitment to effective communication. The current Marketing & Brand Strategy (MBS) team consists of 12 individuals, including the CMO.

The Executive Team: The CMO, along with the Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Program Officer (CPO) Chief Development Officer (CDO), and Chief Technology Officer (CTO) form the Executive Team.

As a member of the Executive Team at the Morris Animal Foundation, the CMO provides strategic leadership for the Foundation and is jointly responsible for the culture, policies and strategic decisions that drive the Foundation's success. As a strategic partner to the Foundation, the CMO will have strong communication, problem-solving and delegation skills which will allow them to operate at a strategic level. In addition to keeping current with trends and pursuing continuing education and professional development for

themselves, each Executive Team member is responsible for developing and growing their team, encouraging professional development and advancement with the Foundation when possible. Collectively, the Executive Team works to ensure the Foundation's stability while anticipating future needs, opportunities, and risks. They are intentional in their actions and interactions: valuing differences of opinion, acknowledging diverse areas of expertise, seeking to listen and communicate well, and respecting one another. How well the Executive Team functions serves as a model for teams throughout the Foundation.

The Skill Set

The ideal candidate will:

- Have a balanced approach of creative vision and business acumen to develop and advance an overall brand and marketing strategy that positively impacts Morris Animal Foundation's visibility, reputation, and relevance.
- Be an innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Be energetic, flexible, collaborative, and proactive; a persuasive communicator and team leader who can positively and productively influence and engage direct and indirect reports and peers.
- Have proven technical expertise in business informatics and analytics, a/b testing, digital leadership, and data visualization and metrics.
- Possess strong analytical skills, with a general comfort with data analysis and a sophisticated understanding of how key business drivers, sector and consumer trends, and the competitive landscape impact marketing strategy and plans.
- Possess the ability to thrive in a fast paced, results oriented, and collaborative work culture, as well as an interest in advancing the organization's ability to be even more strategic, innovative, and high performing. A flexible and entrepreneurial attitude, with a capability and willingness to "do more with less" in a resource constrained environment.
- Have the ability to operate as an effective tactical as well as strategic thinker, possessing up-to-date knowledge and a commitment to continued learning.
- Have a demonstrated willingness, when needed, to do the work of planning, writing, editing and production of newsletters, press releases, annual reports, marketing literature and other print/online publications and directories.
- Morris Animal Foundation believes our employees are our largest, appreciating asset and talented and caring leaders are the best way to make sure that our teammates thrive. Managerial skills are a key responsibility and one the Foundation takes very seriously for its senior leadership. A track record of successful, professional, and congenial team management is a required skill. Candidates must have a strong ability to recruit, mentor, and retain team members. They must value and create space for open communication and collaboration.

Responsibilities of Position

Communications Expertise, Strategy, Vision

- Serve as brand strategy expert for Morris Animal Foundation's leadership, expert in communicating the brand and the value proposition.
- Lead marketing and brand innovations, evolve best practices, establish KPIs, and analyze performance.
- Develop and implement integrated, strategic Marketing and Communication plan to advance Morris Animal Foundation's brand identity; broaden awareness of its programs and priorities; increase the visibility of its impact across key stakeholder audiences; and enable leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Oversee public relations, advertising, promotional partnerships, content, SEO, SEM, performance marketing, multi-channel communications, and brand marketing largely executed by marketing operations teams and personnel.
- Promote a learning culture on the MBS team, dedicated to conducting continuous evaluation to understand stakeholder needs (internal and external) and shifts in the marketplace to effectively adjust operational strategies accordingly.
- Leverage consumer insights, understanding of marketplace and competitive dynamics, and other data to inform marketing decision-making and desired outcomes.
- Lead MBS team in driving investment and analyzing ROI of marketing efforts. Provide marketing analytics and dashboards to inform evolution of marketing program, including new, progressive growth opportunities and where to stop investing resources.
- Build awareness for the purpose of ensuring that the Foundation is seen as a thought-leader in the field of animal health, building and leveraging connections that ensure market influencers within the animal health industry and demographics are aware of and support the brand.
- The CMO is the link between the MBS department, leadership, and the Board of Trustees, executing innovative stakeholder communications strategies to inform relevant parties about activities and accomplishments of the department and its program.
- Foster an environment of creativity, innovation, and productivity, championing new ideas and approaches as appropriate.

Marketing and Communications Operations

- Establish and articulate clear marketing priorities across the team and organization. Effectively prioritize and negotiate tradeoffs with key stakeholders when new and/or competing interests arise to ensure largest ROI on resources.
- Foster an environment of frequent cross-functional collaboration and creative problem-solving by developing strong working relationships across the organization to achieve organizational goals and priorities.

- Work collaboratively across the organization to solicit input and coordinate the participation of the leadership, scientific programs, and development teams and other key stakeholders, on marketing initiatives.
- Partner with the Executive Team, enabling all teams to meet objectives by providing them with appropriate tools, materials and presentations while ensuring all local market plans, events and messaging across channels aligns with global brand strategy.
- Oversee development of all Morris Animal Foundation's print communications including the annual report, marketing collateral materials and electronic communications including Morris Animal Foundation's website and new media; manage relationships with associated vendors.
- Oversee conference and events planning to best support the Foundation's outreach, education, development and awareness objectives.
- Serve as a spokesperson on media interactions that help promote and/or impact the organization.
- Build and lead relationships with external marketing and communications programs at other organizations/institutions/universities.
- Manage marketing and corporate relationships to gain maximum potential.
- Oversee the day-to-day activities of the marketing function including budgeting, planning, and staff development.
- Other tasks as delegated by the CEO or other stakeholders.

Executive Leadership

- The CMO, along with the Executive Team, develops all strategies, tactics and budget decisions and works as a cohesive unit to maximize the potential of the Foundation's personnel and resources. They are also responsible for leading and demonstrating the cultural behaviors that are key to the Foundation's success. While described as a performance culture, based on accountability, innovation and trust, the Foundation's culture is much more nuanced. It incorporates the ideal way employees, volunteers and Trustees work together to create an atmosphere where people can thrive, enjoy their professional and personal lives, and contribute significantly to improving the lives and health of animals. A track record of working with a team of peers.
- The CMO, in coordination with the CEO, leadership and Board of Trustees, develops and implements goals and tactics to achieve the strategic plan. Through delegation, team support and leadership, the CMO champions team members to be self-accountable and high achieving toward these efforts.
- Enjoy providing supportive leadership and staff management skills, with the ability to build, mentor and coach a high-performing team and encourage staff to embrace "big and bold" thinking.
- Model and participate in promoting a fast paced, results oriented, and collaborative organizational culture that values learning, continuous improvement and a commitment to quality.
- Identify challenges and emerging issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications

opportunities and solutions and define and execute appropriate strategies to support them.

- Provides effective and thoughtful management as department lead, responsible for sustaining a strong and capable staff, delivery of quality programs and products, and effective organizational performance results.
- Manage both on-site and remote team members, using best practices for managing hybrid teams to successfully deliver.

Position Requirements:

- 10+ years' experience in related areas of marketing, communications, advertising, public relations, etc. including demonstrated success building compelling brands, preferably including nonprofit, social enterprise, membership network, or cause marketing agency experience.
- Master's or Bachelor's degree in marketing or related field preferred but not required dependent upon years of experience.
- Proven leader of people, with 7+ years' experience as a strategic leader and the ability to delegate, empower, and grant autonomy to team members.
- Experience managing digital marketing teams and activities.
- Passion for Morris Animal Foundation's mission and experience with scientific comprehension, reading, writing and discussion.
- Experience developing high-level marketing and brand strategy in line with the global strategic vision of an organization, including brand positioning, awareness, and extension.
- Proven ability to lead transformational change within an organization and to improve marketing's contribution internally and externally.
- Experienced in data analysis to inform strategy in real time.
- Skilled communicator who can translate marketing concepts into compelling terms for all stakeholders to grasp and support.
- Experience developing departmental budgets, analyzing and managing spending.
- Strong leadership and project development, prioritization, and management skills.
- Strong skills and/or willingness to learn new relevant software and project management systems (e.g., Microsoft and Adobe products, Asana or other project management software).
- Experience partnering with development/fundraising leadership to execute strategic marketing campaigns that effectively increase donors and donations.
- Ability to travel for conferences and board meetings.
- Embody the Core Values of Morris Animal Foundation, using them to guide decision-making, expectations of others and professional behavior, including representation of the Foundation among colleagues and stakeholders, internal and external.
- Must participate in building a culture of accountability, performance, and trust.
- Must adhere to the Foundation's safety policies and procedures and encourage others to do the same.

**Additional Desired Qualifications:**

- Background in scientific communications
- Nonprofit management or experience
- Experience managing remote team members

Benefits (To name a few!)

Morris Animal Foundation offers competitive pay, merit-based raises, 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 position.* Job duties include a general office environment, spent sitting and operating a computer and other office machinery. Must be able to read, write, and communicate fluently in English. If hired, you will be required to furnish proof of your eligibility to work in the U.S.

Work Location Requirements: Hybrid Work Model (some in office work required at MAF central office in Denver; exact amount depends on position duties, current projects and schedule needs.)

Colorado candidates preferred; Remote work may be considered in certain circumstances. MAF is not currently hiring in CA, HI, NY, NJ. Candidates are welcome to apply if willing to relocate prior to start date.

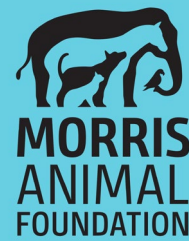
Hiring Salary Range: \$161,700-\$202,000

How to Apply

Please email your resume and a 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 **Chief Marketing Officer** in the subject line of your email

As a part of our candidate selection process, we ask potential employees to complete a brief 10-12 minute SURVEY. This is a survey, not a test; there are no right or wrong answers. This tool helps us identify candidate strengths and fit for the role.

All employees on our staff use this tool. Results help leadership better incorporate new team members, treat employees better, and communicate more effectively. Morris Animal Foundation prioritizes taking care of our people because we know that a healthy organization drives the success of our mission. Tools like this help us maintain a strong team and effective leadership. Thank you for your time.



Incomplete (including completion of the survey) and/or inaccurate applications will not be considered.

Covid-19 Vaccination Policy

MAF is a science-based organization and supports the research community behind FDA-approved vaccines. MAF is also committed to protecting the health and well-being of our employees, their families, and members of our community against coronavirus (COVID-19) infection. 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.