

MAG America Job Description

Job Title: Marketing Manager
Reports to: Executive Director, MAG America
Location: Washington, DC

MAG (Mines Advisory Group) is an international non-profit organization that operates in conflict-affected countries to clear the remnants of those conflicts, including landmines, cluster munitions, and small arms, thereby enabling economic recovery and assisting the development of affected populations. MAG is co-laureate of the 1997 Nobel Peace Prize.

MAG America is a non-profit 501(c) (3) organization that raises awareness and funding in the US to support MAG's global conflict recovery programs. MAG America is seeking an experienced, creative, and dynamic marketing manager, with a proven track record in online and social marketing, to be a part of our small team of committed individuals. You will have the unique opportunity to launch a brand new and innovative marketing program that will generate interest, support, and contributions in the US to support MAG's global conflict recovery programs.

Purpose of the job

Develop, implement, manage, and continually improve an innovative, cost-effective, and results-driven marketing plan aimed at generating interest, support, and contributions in the US to support MAG's global conflict recovery programs.

Responsibilities

- Develop and implement a marketing plan in close collaboration with MAG America's management and Marketing Advisor
- Within the marketing plan, define MAG America's specific target markets, value proposition, competitive position, product offerings, distribution channels, and measurable marketing objectives
- Conduct market research among MAG America's current supporters and launch online campaigns aimed at MAG America's potential target audiences to determine the most valuable citizen segments to target and exploit
- Develop creative and targeted messaging, promotions, and distribution channels to reach and influence key audience segments
- Measure and analyze results of market research and marketing initiatives and optimize on an on-going basis
- Share results with MAG America's management and Board and establish marketing processes and best practices

- Work with Development Manager to ensure targeted and effective donor-related communications
- Develop MAG America's online marketing strategies, including social marketing, e-mail communications, and website content, in order to generate revenues
- Assist in the development of additional Marketing Manager responsibilities as the position evolves to meet the dynamic and changing needs of this growing organization
- Provide administrative support as required
- Conduct other reasonable activities as directed by the Executive Director

Requirements

- BA in relevant field required, MBA desired
- 2-3 years minimum of marketing experience, preferably with online and email marketing
- Non-profit or advocacy marketing experience desired
- Strong analytical skills, with a proven track record of measuring and analyzing results
- Demonstrated experience in managing projects with tight deadlines and limited resources
- Commitment to exceptional quality and customer satisfaction
- Ability to think strategically and visualize the bigger picture
- Ability to track and manage marketing budgets and expenditures
- Ability to collaborate with members of a team, as well as work independently with minimal supervision when required
- Proactive, results-driven, and solutions-oriented approach to work
- Personal commitment to advancing the work of nonprofit organizations and appreciation for MAG's work
- Strong computer skills including Excel, Word, PowerPoint, and online marketing software and tracking tools

Applications must be sent to jennifer.lachman@maginternational.org by the closing date of Sunday, February 21, 2010. Application materials and instructions can be found at www.maginternational.org/usa/marketing-manager. Incomplete or late applications will not be considered.