



**Job Title:** Brand and Marketing Officer  
**Department:** Communications  
**Reports to:** VP for Strategy and Communications  
**Effective Date:** January 2023  
**Salary Range:** \$75,000-\$85,000

### **Working at the Vermont Community Foundation**

For more than 35 years, the Vermont Community Foundation has served Vermont through philanthropy and building stronger communities. Our mission—Better Together: inspiring giving and bringing together people and resources to make a difference in Vermont—provides the bedrock for our workplace culture. The Foundation’s work is focused on closing the opportunity gap—the divide that leaves many Vermonters struggling to build bright, secure futures no matter how hard they work. For many Vermonters, getting ahead in life is not simply a matter of hard work, it is a question of access to high-quality education, to meaningful job opportunities, and to healthy and vital communities. Our employees are passionate about making a difference in Vermont and finding ways to close this gap. We approach our work with curiosity, respect, and integrity, and believe in collaboration, equity, and diversity. When you join our team, you and your work matter.

### **Position Overview**

The Brand and Marketing Officer is responsible for executing marketing strategy that increases awareness of our products and services and helps to grow the number of charitable funds at the Foundation, while strengthening the brand of the organization. This role will work closely with all teams in the organization to implement key marketing priorities for our long-term business plan.

This position reports to the VP for Strategy and Communications and works across all departments to implement a wide range of marketing functions that include branding, digital marketing, advertising, content development, and social media.

### **Essential Responsibilities**

- Create, manage, and execute multi-channel marketing campaigns that leverage inbound marketing, SEO, social media, email, mail/print campaigns, and events to drive client acquisition
- Develop the organization’s brand and align it with long-term business objectives
- Build and manage a rich content/editorial calendar that attracts a qualified audience (including articles, issue briefs, blog posts, reports, infographics, webinars, etc.)
- Develop and edit content used in marketing efforts
- Analyze marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies
- Optimize marketing automation and lead nurturing processes through email, content, and social media channels

- Establish closed-loop analytics with other teams to understand how inbound marketing activity converts into clients
- Create monthly reports to analyze effectiveness of marketing campaigns against key performance indicators, and make recommendations for improvement
- Conduct client, competitor, and product research
- Propose new and improved marketing campaign ideas
- Build and maintain strong working relationships with key Vermont media contacts
- Coordinate interviews and press conferences
- Assist with event coordination as needed
- Assist other team members when appropriate, contribute to special projects as they emerge, and participate in the administrative needs of the department as needed

### **Experience and Skills**

- Minimum 5 years work experience in a marketing role plus a relevant degree or credential; a digital marketing credential is especially useful
- In-depth knowledge of traditional and digital marketing strategies and tactics
- Hands-on experience developing and running drip/nurture campaigns using CRM/marketing platforms (Salesforce, Pardot, Hubspot, etc.)
- Hands-on experience with Google Analytics, Google AdWords, Tag Manager, and SEO
- Social media content development and management
- Experience with web content management systems is a plus
- Experience with news media, writing press releases, placing stories, and/or landing interviews is a plus
- Exceptional organizational and project management skills, detail oriented, dependable with an ability to work independently
- Proven ability to be flexible and calm in a fast-paced and dynamic environment
- Excellent interpersonal and presentation skills
- Proficiency in MS Office is useful

### **Location**

This position is hybrid and will have access to our Middlebury or Burlington office. Regular in-person meetings with the Communications team, full Foundation staff, and external consultants will be required.

### **Instructions for Applying**

Please send your resume and a cover letter to [careers@vermontcf.org](mailto:careers@vermontcf.org). Applications will be accepted until the position is filled.

*The Vermont Community Foundation is an equal employment opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, religion, gender, gender identity, sex, age, marital or civil union status, national origin, ancestry, sexual orientation, place of birth, citizenship, military or veteran status, HIV status, genetic information, disability, or any other legally protected status as defined and required by state and federal laws.*