



**OPERATION GRATITUDE**  
**Position Description**

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| <b>JOB TITLE:</b>  | <b>Manager, Marketing</b>                       |
| <b>DEPARTMENT:</b> | <b>Development</b>                              |
| <b>REPORTS TO:</b> | <b>Director, Marketing &amp; Communications</b> |
| <b>LOCATION:</b>   | <b>Remote</b>                                   |
| <b>TRAVEL:</b>     | <b>20%</b>                                      |

**MISSION + VISION:**

**Mission:** Our mission is to honor the service of our military and first responders by creating opportunities to express our gratitude

**Vision:** We are focused on a future where all who serve believe the American people care

**OPPORTUNITY:**

Reporting to the Director, Marketing & Communications, the Manager, Marketing will be primarily responsible for monitoring and maintaining the integrity of the brand and executing marketing campaigns and communications deliverables for the Marketing and Communications team

**KEY RESPONSIBILITIES:**

Support Operation Gratitude's mission by:

- Work with the Director of Communications to oversee the team's implementation of the marketing and communications strategy, including marketing campaigns, events, PR/Communications, website communications, and social media outreach. Make real-time adjustments as required and leverage key learnings going forward
- Monitor, review and approve all brand usage/artwork for internal and external communications
- Partner with Director of Communications to measure, monitor, and provide insights on key performance metrics across marketing platforms, including Salesforce, Pardot email system, Google Ads, Google Analytics, and social media platforms. Work with Marketing and PR coordinator and Social Media Coordinator to prepare monthly report

- Collaborate with stakeholders to deliver actionable analyses and identify areas of opportunity, e.g, improve inefficiencies in systems and processes, propose new approaches for marketing outreach that will improve reach, etc
- Partner with Growth Marketing Manager to edit external email content for campaigns and appeals.
- Work with all internal departments and programs to maintain brand standards for all deliverables and external-facing communications.
- Work collaboratively with the Social Media Coordinator to monetize social media platforms and drive growth.
- Partner with Marketing and PR Coordinator to maximize the impact of Operation Gratitude Google Ads.
- Write talking points for special programs, appearances, and speaking engagements by Operation Gratitude leadership.
- Maintain a keen understanding of industry trends and make appropriate recommendations regarding communication strategy.
- Support communications team with email campaigns.
- Other duties as assigned.

#### **QUALIFICATIONS AND EXPERIENCE:**

- A bachelor's degree in marketing, communications, or equivalent field is required. Relevant work experience may be strongly considered in addition to or in lieu of educational requirements.
- Possesses knowledge of best practices in communications and marketing strategies.
- Demonstrates excellent writing and editing skills.
- A team player with the confidence to take the lead and guide other employees when necessary.
- Demonstrates good technical understanding and can quickly learn, develop, and implement new processes and tools.
- Working knowledge of Microsoft Office, Microsoft Teams, Google Suite, Trello, and other productivities software and communications platforms preferred; experience and proficiency with Salesforce CRM a plus.

***SALARY RANGE IS HIGHLY COMPETITIVE (\$60,000-\$80,000 DOE) AND COMMENSURATE WITH QUALIFICATIONS AND EXPERIENCE. A comprehensive benefits package will be offered.***

Operation Gratitude is an equal opportunity employer. For more information about Operation Gratitude, please visit [www.operationgratitude.com](http://www.operationgratitude.com)

To apply, please email your resume and cover letter to [resumes@operationgratitude.com](mailto:resumes@operationgratitude.com)