

**LOUISIANA BAR FOUNDATION
COMMUNICATIONS DEPARTMENT
POSITION DESCRIPTION**

POSITION: Marketing Manager

STATUS: Non-Exempt

REPORTS TO: Chief Communications Officer

POSITION SUMMARY: Under the direction of the CCO, builds awareness by developing and executing on marketing strategies; crafts promotional messaging and products, and work to publish or distribute them to the public via various platforms including media, print materials, advertising, and social media.

PRIMARY FUNCTIONS:

- As primary staff liaison to the Education Committee, develop creative programs and projects to meet objectives for all external, public-facing communications, including print, digital, and video assets.
- Gather stakeholder (Fellows, Grantees, Strategic Partners) insights to inform outreach strategies.
- Identify effectiveness and impact of current communications and marketing initiatives with tracking and analysis and optimize accordingly.
- Present ideas and deliverables to internal and external teams, and communicate with CCO, CFO and COO about marketing programs, strategies, and budgets.
- Analyze grantee insights, client service trends, and analysis to build successful strategies.
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and audiences.
- Lead the execution of marketing efforts from start to finish, leveraging internal support and driving collaboration.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or related field
- Excellent written and verbal communication skills
- Experience in developing communications or marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity