



Marketing Manager

Filoli is a 654-acre historic site of the National Trust for Historic Preservation, located on the San Francisco Bay Peninsula near Woodside, CA, and one of the finest remaining country estates of the early 20th century. At Filoli, we are dedicated to connect our rich history with a vibrant future through beauty, nature and shared stories. We envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life.

SUMMARY

The Marketing Manager is responsible for the development and implementation of multi-channeled marketing strategies to increase overall visitation, attendance at events and educational programs. The position is responsible for developing and managing the organization's brand identity, developing relationships with the press, and creating organizational publications and collateral. The Marketing Manager also manages mass communication, both print and electronic, and assists with fundraising events.

Reporting into the Director of Development and External Relations, this position works closely with relevant staff departments to develop and produce content for digital and print collateral. The position manages an in-house Graphic Designer and oversees external vendors and partners. This position is full-time (30-40 hours per week, flexibly scheduled) and will include some weekend and evening service. It is also eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k), vacation, sick leave and holiday pay.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance Filoli's image and expand our audience;
- Ensure that Filoli's mission, vision and strategic goals are represented throughout all communications;
- Ensure consistent messaging and brand identity for internal and external audiences through: creation of message standards; development of organization-wide brand strategies; creation of brand standards, including a style guide, communication standards and graphic standards; launch a branding campaign;
- Develop digital marketing plan and devise strategies to drive online traffic to the Filoli website;
- Manage the organization's digital presence including social media platforms and the website, including the ongoing improvement of the usability, design, and content of the site;

- Develop and oversee the social media strategy, including establishing dashboards and other tools to track and report on digital marketing impact;
- Oversee the production and project management of key online and print materials and publications, such as Filoli Magazine, eblasts, social media, brochures and rack cards, maps, signage and interpretive materials. Maintain design and project tracking calendars;
- Using a variety of resources, analyze and strategically address identified opportunities for growth in visitation, community event participation and educational programming attendance with a focus on increasing diversity and inclusivity in Filoli's audience;
- Develop relationships with the press in order to attain media coverage; develop press releases and manage distribution; track and archive Filoli's media coverage;
- Oversee photography and photo storage;
- Support fundraising efforts through creation of donor and prospect materials, along with promotional plans for fundraising events;
- Utilize a range of advertising techniques to promote programs and events including paid, free, online, and print;
- Evaluate and utilize research, market conditions, and competitor data to grow Filoli's brand presence and audience; conduct relevant market research and coordinate and oversee this activity; monitor trends;
- Organize Filoli participation in community outreach events; develop standard displays and collateral;
- Review and recommend new technologies and keep Filoli at the forefront of developments in digital marketing;
- In all aspects of marketing and communications for Filoli, promote diversity and inclusion in our audience;
- In coordination with the Director of Development and External Relations, responsible for planning and budgetary control of all marketing activities;
- Provide the highest quality service to all customers in every interaction;
- Uphold all Filoli's policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization;
- Attendance and punctuality are essential to work and all work-related functions.

Leadership

- Serve as a member of the Management Team;
- Serve as the Staff Liaison to the Art's Photo and Video and Public Relations Volunteer Committees and play an active role in planning, training and interaction with the volunteer core;
- Oversee the Editorial Team for external documents;
- Serve as a member of the Interpretive Committee;
- Serve as a spokesperson and the lead for the Speaker's Bureau.

SUPERVISORY RESPONSIBILITIES

This position has direct supervisory responsibility for the Graphic Designer (FT) and will regularly supervise volunteers.

MINIMUM QUALIFICATIONS

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational and skill requirements listed below:

Education and/or Experience:

Education: Bachelor's degree and 3-5 years of experience in the Marketing field or in a related area, or an equivalent combination of education and experience.

Experience:

- Experience with working for a non-profit organization preferred;
- Familiar with a variety of the field's concepts, practices, and procedures;
- Advanced computer skills, including WordPress; Google Applications and Microsoft products; management databases and design and presentation programs; proficiency in Altru (Blackbaud) or similar database preferred;
- Experience with performing a wide variety of tasks;
- Has completed projects where a wide degree of creativity and latitude was expected;
- Experience working with a broad range of individuals.

Skills and Abilities:

- Demonstrate excellent written and verbal communication skills;
- Possess excellent planning and project management skills;
- Possess advanced computer skills, including WordPress, Google Applications and Microsoft products; management databases and design and presentation programs; proficiency in Altru (Blackbaud) or similar database preferred;
- Work independently while maintaining open and transparent communications about duties and project status, within the bounds of the area of responsibility and authority;
- Demonstrate consistent and exceptional attention to detail, resourcefulness and an ability to think through an issue and anticipate possible problems, obstacles, and conflicts;
- Be organized and follow through on tasks to a successful completion;
- Display impeccable discretion, confidentiality, judgment, graciousness and flexibility at all times;
- Take direction, multi-task and work in an environment of regular interruptions;
- Work and communicate successfully with a highly diverse population of staff, volunteers, members, Board Members and the public;
- Serve as a collaborative team member with strong interpersonal skills and a sense of humor;
- Ability to communicate (listening and speaking) effectively with donors, partners and employees of the organization;
- Demonstrate a strong customer service orientation;

- Demonstrated successful experience writing press releases, making presentations and negotiating with media;
- Experience overseeing the design and production of print materials and publications;
- Strong creative, strategic, analytical, organizational and personal sales skills;
- Read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

CERTIFICATES, LICENSES, REGISTRATIONS

A valid Driver's License is required.

PHYSICAL REQUIREMENTS

The physical requirements described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job including:

- Lift/carry up to 20 pounds;
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry and bend as well as sit for long periods of time at a computer.

HOW TO APPLY

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to:
<https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

Please visit our website for more information: www.filoli.org
Filoli is an equal opportunity employer who values diversity in the workplace.