

<b>Job Title: Blue Star Families Director of Digital Marketing &amp; Engagement</b>	
<b>Department:</b> Technology, Engagement, and Marketing (TEM)	
<b>Location:</b> Virtual office (telecommuting from home) and Partial San Diego, CA Office	
<b>Job title:</b> Director of Digital Marketing & Engagement	
<b>Reports to:</b> COO	
<b>Classification:</b> Employee – Exempt	<b>Position type:</b> Full-Time
<p><b>General description</b></p> <p>The Director of Digital Marketing &amp; Engagement (DME) will be a key member of our leadership team. This position will have a major impact on the military family movement, which has the attention of key leaders in Washington, the media and the nonprofit sector. The position’s core functions are:</p> <ol style="list-style-type: none"> <li>1) Design and implement a comprehensive communications and engagement plan for rapid membership growth and deeper member engagement through traditional and new methods of marketing, including website and social media design/management.</li> <li>2) Grow donor and corporate sponsorship connections and promote public advocacy with compelling collateral (physical pieces, video and online).</li> <li>3) Support organizational operations, including outreach, campaign optimization, such as growing our user funnel, member segmentation and acquisition, channel testing and analytics.</li> <li>4) Oversee communications and PR for the organization in general.</li> </ol> <p>Leveraging advanced technology, the Director of DME will expand outreach, track, oversee and organize every Blue Star member interaction throughout the user lifecycle. The ultimate objective is to optimize the overall member experience, thereby building engagement and loyalty amongst the military families we serve.</p> <p>The Director of DME will lead the Technology Engagement and Marketing (TEM) team, and develop a strategic communications and marketing plan, covering all technology platforms across the organization. Responsibilities include daily operations such as managing vendors, staff, supplies and equipment, as well as the financial administration of the department. This position serves as a member of the senior management team, working with the COO, CEO, and Board of Directors in charting BSF’s strategic direction, and ensuring operational effectiveness and accountability to all constituencies.</p>	

**Key job functions**

- Define and administer the overall policies and goals for the TEM department
- Train, supervise, and lead staff, many of who work remotely
- Develop and execute a comprehensive digital marketing strategy
- Assist in development and execution of a year-long communications plan
- Optimize the end-to-end user experience across multiple channels and touch points
- Build successful user acquisition campaigns, both on and offline
- Use data-driven approaches to shape strategy and tactics
- Design and implement segment-specific strategies across all channels such as landing page conversion and email marketing
- Lead efforts to test and optimize new channels
- Define requirements for the desktop and mobile website member experience, including flow/landing pages, and SEO/SEM content
- Plan, execute, and measure A/B testing and conversion tests
- Analyze BSF's business needs, and determine better ways to serve each department
- Create a professional culture that attracts, retains and motivates high performing staff and volunteers
- Other duties as assigned

**Qualifications and Attributes**

- Demonstrated ability to effectively lead and manage teams in a virtual work environment
- Familiarity with the military community, culture, lifestyle, organizational structure, and terminology, as well as familiarity with military family programming
- Excellent knowledge of social media, SEO, content marketing and advertising
- Ability to balance a highly analytical, metrics-focused approach, with a strong creative mind, capable of developing, launching and managing breakthrough campaigns
- Ability to work independently and thrive in a fast-paced startup-like work environment
- Strong interpersonal skills and the ability to work collaboratively across disciplines and with partners both inside and outside the organization
- Organized and able to manage multiple priorities and deadlines
- Excellent writing skills with the ability to create compelling content
- Commitment to working with shared leadership and in cross-functional teams
- May be required to work nights, weekends, and holidays as necessary to carry out key job functions
- Travel is required to attend meetings, trainings, events, etc. Limited out-of-town

and overnight travel is required.

**Required experience, skills, background**

- Bachelor’s Degree in a relevant field
- 10+ years of digital marketing experience, including CRMSs (Salesforce) and dashboards
- Experience in setting up and managing Google Analytics
- Proven skill and comfort in managing and prioritizing multiple projects simultaneously
- Experience developing and managing budgets
- Proven team building skills: staff hiring, training, supervising, and coaching/developing

**Desired experience, skills, background**

- Experience/knowledge of HTML, CSS and CMS platforms
- Experience in membership-driven organizations
- Experience in volunteer service and/or working in military family programs
- Experience with the agile software development process/iterative development

**About Blue Star Families**

With more than 150,000 members in over 35 communities and chapters worldwide, Blue Star Families touches more than 1.5 million military families every year. Through our research and program partnerships, Blue Star Families ensures that wherever American military families go, they can always feel connected, supported and empowered to thrive – in every community, across the nation and around the globe.

**How to apply**

Please email resume and cover letter including salary requirements – with applicant’s full name in the email subject line – to [Trevor@blairsearchpartners.com](mailto:Trevor@blairsearchpartners.com)