

# *Chief Marketing Officer / VP Of Marketing and Growth*

**Location:** Virtual/Remote office

**Reports To:** Chief Operating Officer

**Status:** Full-time, exempt

**Do you want to be part of a fast-growing, high impact organization that is redefining community experience throughout the country?** Do you want to be a part of a team that is revolutionizing an organization? Do you enjoy identifying opportunities to make an organization better? The **Chief Marketing Officer** is responsible for everything marketing and growth related - planning, managing and executing marketing strategy in order to achieve Blue Star Families' objectives to tell the story of the currently serving military and their families and create community between military families and their neighbors across the country.

You will design a strategy and provide team leads with guidance on managing and measuring each channel and suggest adjustments to the channel mix and execution in order to ensure that each campaign achieves its business objectives including channel-specific KPIs (CTR, engagement, CPC) and overall team KPIs (donation & program participation goals). You will also lead product growth and development. You will help ensure creative brand management across the organization and will manage consultants and outside vendors.

## *A day in the life:*

- Coordinate marketing activities in order to achieve our objectives and growth goals
- Coordinate internal, donor and partner messaging campaigns to ensure optimal results
- Lead strategy development, planning and marketing budgeting
- Manage & allocate resources between partners, programs and products
- Work with the tech leads to implement marketing features, measure success of implementation and ensure marketing resources are efficiently allocated for roll-out
- Ensure that each marketing channel is fully-optimized, maximizing conversion and delivering desired contribution to goals
- Use data to identify trends and insights, and optimize spend and performance based on the insights
- Own tracking of conversion funnels and lead branding, paid ads, CRM and content managers in increasing conversion metrics.
- Plan, execute, and measure returns from events and programs

- Own the marketing communications calendar, planning out campaigns in advance by working with team leads

### *To land this job:*

- You have strong analytical skills are excited by data-driven growth
- You are driven by experimentation and making constant improvements through tests
- You have experience working with donors, sponsors and partners in the non-profit space
- You are ambitious and only want to work with high-performers
- You enjoy helping others achieve targets
- You have the ability to manage multiple initiatives, and a diverse group of team members and stakeholders.
- You have experience growing a consumer technology product or app
- You have strong experience (5+ years) of consumer and digital marketing (mobile app experience is a plus)

### *The cherry on top:*

#### **We offer**

- Dynamic growing organization
- Flexible/remote work environment
- Flex Friday Schedule
- 403(b) with matching contribution
- PCS Leave for Active Duty Families
- Communications stipend
- Short Term Disability
- Paid Time Off
- Professional Development opportunities
- Ten paid holidays per year

### *How to apply:*

Please prepare resume and cover letter telling us why you would be a good fit – apply at the following link - <https://recruiting.paylocity.com/recruiting/jobs/List/1900/Blue-Star-Families-Inc>