

## Gold Crown Foundation Digital Marketing Manager



**Summary:** This is a full-time position which will serve in a Managers capacity for Foundation communications and marketing. This role will also serve in support capacity as it relates to the Development department, including grant writing, sponsorship activation, and growing the Health Huddle.

### Main duties (including but not limited to)

- Manage all Foundation social media platforms; create, schedule and publish content.
- Capture authentic, high-quality photo and video content at all programs.
- Edit and produce engaging video content for posting across digital channels.
- Oversee the creation of all digital and print promotional materials.
- Develop and execute content strategies that increase awareness, participation, and community connection.
- Support marketing and promotional efforts for programs, events, campaigns, and sponsorships.
- Fulfill current/new partnership delivery requirements through digital communications.
- Support the Development team with digital asset creation and implementation.

### Additional duties include (including but not limited to)

- *Grant writing:* Write and deliver grant proposals and/or reports for the Foundation.
- *Health Huddle:* Assist in creating, planning, and executing Health Huddle events and material.
- *Internal Communication:* Keep staff informed and aligned through email communications.

### Job Structure

- Reports to Director of Marketing.
- Will work within the Development Department and extensively with CEO and President.
- Will work on average 40 hours per week in the field and in an office environment.
- Position has self-managed schedule often related to deadlines and events. **Must** be available to work some nights and weekends during Gold Crown events.

### Requirements

- Preferred education: 4-year college degree in Marketing, Communications, or a related field.
- Must have a passion for giving back to the community and serving kids.
- Experience posting on social media platforms in a professional manner.
- Experienced user in Canva and/or other graphic design software and Sprout Social.
- Willingness to work in a collaborative environment.
- Preferred background in athletics is a plus.
- Photography experience is a plus.

### Compensation/Benefits

- Full-time salary: \$53,000-\$58,000 based on experience; with potential for performance-based bonuses.
- GCF offers a fulfilling workplace and comprehensive benefits package, including unlimited paid time off; paid sick leave; paid holidays; 401k retirement plan with an employer-paid match; competitive employee health, dental, and vision plan for all dependents with no payroll deduction.
- Various non-monetary perks related to working for Gold Crown Foundation.