Marketing Director

**Position Summary**
The Marketing Director is responsible for developing, implementing, tracking, and optimizing marketing efforts, including digital, across multiple platforms. You will own all of CLF’s marketing initiatives and measure their success. This role is an exciting opportunity to build and execute growth for a charity leading a global conversation on concussions and CTE in sports and the military. In this role, you will quickly gain a deep understanding of CLF programs, donor personas and challenges to create strategic and scalable marketing programs. You will help CLF reach individuals and families who can benefit most from its programs, and ensure they receive the resources that match their needs. You’ll use the marketing tools and tactics at your disposal to increase engagement, success, and retention. You’ll deploy your skills while helping CLF create a safer future for athletes and veterans.

**Company:** Concussion Legacy Foundation  
**Reporting to:** Chief of Staff & Communications  
**Location:** USA, Remote  
**Status:** Salaried employee

**Responsibilities**
- Design and execute campaigns to advance CLF programs collaborating with professional athletes and military influencers
- Accelerate growth, especially for our free CLF HelpLine service, through organic channels including on-site, newsletters, email marketing, and social media marketing
- Write marketing copy that delivers results. Whether it’s a headline, a subject line, or even a button on a landing page, you’ll use data to craft copy that boosts performance
- Grow the number of athletes, veterans, and controls who sign up to participate in clinical research studies and to donate their brain
- Explore new opportunities with the Development team to convert potential donors at the right moment with the right messaging
- Manage 1-3 direct reports focused on digital marketing and technology
- Develop and execute SEO strategies to increase organic search traffic
- Design a segmented and persona-based approach to create highly individualized engagements
- Continuously analyze, experiment, and iterate to improve performance and uncover new opportunities through ad creative, campaign strategy, landing page testing, etc.
- Measure and report on the performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Manage occasional paid social advertising campaigns across Facebook, Instagram, YouTube, TikTok & LinkedIn
- Develop and implement creative growth marketing strategies to drive user acquisition
- Monitor, analyze, and report on key growth metrics, using data to drive decision-making and strategy
- Provide thought leadership, strategic insight, and clear communication to senior leadership on the company’s growth strategy
Qualifications

- 5+ years driving growth for a business or nonprofit in the form of subscribers/constituents, engagement, or retention
- 5+ years experience in marketing, including designing and executing targeted campaigns, utilizing A/B testing and other data insights to drive campaigns, and using automated email campaigns to drive engagement
- Hands-on experience with growth, conversion marketing, lead generation and/or inbound sales with the ability to drive customers to take action
- Hands-on experience writing copy for newsletters, website landing pages and other creative campaigns
- Excellent communication skills and ability to convey data insights in a way that informs and persuades stakeholders to take action
- Ability to evaluate the acquisition funnel and optimize user experience based on data
- Experience with data analysis, data visualization, and data-driven decision-making
- People management experience a plus
- Ability to take direction, meet timelines and work on a multitude of projects at one time
- Detail-oriented with a strategic mindset
- Team player with a genuine interest in making sports safer

How to Apply
Please submit your resume and cover letter to operations@concussionfoundation.org

About the Concussion Legacy Foundation

The Concussion Legacy Foundation is a 501(c)(3) non-profit organization. It was founded by Robert Cantu, MD, and Chris Nowinski, PhD to support athletes, veterans, and all affected by concussions and CTE; achieve smarter sports and safer athletes through education and innovation; and to End CTE through prevention and research. The Concussion Legacy Foundation’s work has been featured by the New York Times, Rolling Stone, TIME, Sports Illustrated, ESPN, BBC, PBS, HBO Real Sports and many other news and media outlets. For more information, please visit ConcussionFoundation.org.

At the Concussion Legacy Foundation, we are proud to be an equal opportunity employer. All applicants will be considered for employment based on qualifications, merit and organizational need and without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. CLF is committed to providing employees with a work environment free of discrimination and harassment.