



Job Description: Director of Marketing

AuSM is seeking a Director of Marketing who will be responsible for overseeing all Marketing and Promotions aspects of the operations to build awareness of AuSM Events & Services in the community. Including the incorporation of brand strategy and positioning into programs with accompanying materials for execution.

Specific duties include:

- * Strategy/Planning – manage/monitor budgets, plan marketing campaigns and brainstorm new ideas. In close partnership with Communications Director, lead marketing strategy development, growth initiatives, and delivery through the various channels including print, online, and social media. Analyze trends and provide actionable insights and recommendations to the organization, including potential new promotional strategies and platforms.

- *Reporting – Track and report campaign and event results. Creates and manages process for ongoing data collection to drive continual improvement of marketing and sales efforts. Establishes a customer feedback capability that feeds into analysis and development.

- * PR – write/revise press materials, work with agency as needed

- * Advertising/Partnerships –Develop and maintain relationships with partners, execute tactics, coordinate advertising opportunities. Establish 3rd party relationships in the community to create event partnerships and to extend marketing reach to drive attendance and attract members

- *Process Improvement - Identify opportunities to improve promotions development process, registration process, membership management process and lead implementation of process improvements.

Ideal candidate has:

- * Experience in a marketing-specific position with at least 1 year of experience managing a marketing program.

- *Knowledge of ASD is a plus.

- * Creative Design experience is a plus, with an understanding of process and requirements.

- *Understanding of Social Media Channels.

- * Entrepreneurial and able to work in a non-traditional environment without many support systems or resources

- *Experience with measurement & reporting. Experience with web metrics Google Analytics a plus.
- *Excellent Microsoft Office Suite skills (Word, Excel, Outlook, PowerPoint) is required. Experience with Filemaker databases and Google Analytics a plus.
- *Good verbal and written communication skills
- *Experience with a non-profit organization in marketing preferred
- *The ability to work independently to meet deadlines
- *Strong organizational and time management skills
- *Bachelors degree, is a plus.

Benefits:

- *Flexible work hours with hours to average between 25 and 35 hours a week. Reduced summer hours of 15 to 25 hours per week.
- *Ability to work from home.
- *Resume required.

About AuSM

The Autism Society of Minnesota (AuSM) is an organization of families, educators, care givers, and professionals committed to supporting individuals with autism spectrum disorders (ASD). It was established in 1971. AuSM has members throughout the state of Minnesota and the upper Midwest.

Mission

The Autism Society of Minnesota exists to enhance the lives of individuals with autism spectrum disorders. AuSM seeks to realize its mission through education support, collaboration, and advocacy.