POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Senior Director, Integrated Marketing</th>
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<tbody>
<tr>
<td>Business Unit</td>
<td>Marketing and Brand</td>
</tr>
<tr>
<td>Home Department</td>
<td>Marketing and Brand</td>
</tr>
<tr>
<td>Location</td>
<td>Chevy Chase, MD</td>
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<tr>
<td>FLSA Status</td>
<td>Exempt</td>
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<tr>
<td>Full-time or Part-time</td>
<td>Full-time</td>
</tr>
<tr>
<td>Telecommuter Status</td>
<td>Position not Eligible for Telecommuting</td>
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</tbody>
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Mission
4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H garners support from a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. 4-H is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Position Summary
4-H seeks a Senior Director of Integrated Marketing leader to oversee the seamless integration of four 4-H brand platforms (Agriculture, Citizenship, Healthy Living and STEM) as well as 4-H corporate partnerships while managing the day-to-day operation of the Integrated Marketing team, providing them with direction and guidance. The Senior Director will ensure the integrated marketing team fulfills their responsibility of developing, messaging and framing marketing strategies for all four 4-H brand platforms as well as corporate partnerships. He/she will direct cross-functional collaboration with other Marketing groups (PR and Celebrity Relations, Digital Marketing and Media, Field Marketing, and Creative Services). The Senior Director reports to the Chief Marketing Officer and supervises a team of Integrated Marketing Managers and Specialists.

Responsibilities

Team Leadership Duties
- Lead a team of integrated marketers to deliver comprehensive marketing plans, strong storytelling strategies, and mutually-beneficial marketing opportunities for 4-H and our partners.
- Provide leadership and mentorship to associates within the Integrated Marketing team, utilizing best practices as a people manager and an organizational leader. Manage team performance and facilitate professional development opportunities.
- Build strong working relationships with coworkers, direct reports, customers (internal and external), and senior management.

Partnership Marketing Duties
- Serve as marketing lead on key corporate partnerships, working closely with the Resources Development team on new business proposals, as well as with direct reports on renewals of existing partnerships. Engage other key marketing and brand groups in developing fully integrated marketing proposals and plans.
- Serve as partnership marketing lead for one to two corporate partners, including managing a cross-functional marketing team to create and execute partnership marketing plans that deliver marketing value for both the partner and for 4-H.
• Direct the development and execution of an integrated, outcomes-focused marketing program ensuring we have the right mix of assets, channels, and tactics to drive mutually-beneficial outcomes for 4-H and its partners.

• Lead a team of integrated marketers to ensure seamless partnership marketing plan development, delivery and reporting for corporate partners. Identify performance indicators, manage deliverable and track metrics for integrated marketing campaigns.

• Responsible for the stewardship and measurement of marketing investments by corporate partners during the terms of partnership agreements

• Support the development of Council’s long-term planning to identify new funding opportunities and partners.

• Implement marketing initiatives to promote 4-H to prospective donors or donor agencies.

• Oversee the integration of donor messaging into Council’s overall consumer-facing marketing efforts

**Brand Platform Marketing Duties**

• Develop and implement integrated marketing and thought leadership plans for the four 4-H brand platforms (Agriculture, Citizenship, Healthy Living and STEM) aligned with 4-H’s corporate partners.

• Oversee the cross-functional strategic planning for and implementation of signature marketing initiatives aligned to 4-H’s brand platforms, including 4-H National Youth Science Day and the 4-H Youth in Action program.

**Qualifications**

• Bachelor's degree or higher in Marketing, Communications, Journalism or a related field with a minimum of ten years of relevant marketing/public relations (PR) experience, non-profit sector experience preferred.

• Substantial experience leading new business proposals and pitches

• Strong writing skills and experience organizing raw information into compelling stories for target audiences

• Can-do attitude, ability to manage ambiguity, and thrive in a fast-paced environment

• Hands-on approach to marketing with strong project management and prioritization skills.

• A track record for building and managing successful teams.

• Strong organizational skills with the ability to manage multiple priorities and work quickly and accurately under deadlines in a busy office

• Proven strategic planning expertise.

• Demonstrated experience developing PR and integrated marketing campaigns with approaches and tactics connected to tangible metrics and outcomes

• An understanding of the dynamics of fundraising and donor stewardship; experience co-creating issue-focused campaigns with partners.

• Ability to communicate effectively with multiple high-profile donors and board members

• Track record of managing projects to successful completion on time and within budget.

• Creative thinker with the ability to conceptualize new ideas and work in a fast-paced environment.

• Ability to think strategically, shape projects and develop creative briefs for communications partners.

• An interest in the issue of youth development.

*National 4-H is an Equal Opportunity/Affirmative Action employer.*
**ADA Requirements**
The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the vital functions.

- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines.
- A largely a sedentary role; however, some filing may be required.
- May require the ability to lift files, open filing cabinets and bend or stand as necessary.
- Basic math skills needed to calculate formulas, commissions, discounts, and so forth.
- Must be able to lift up to 10 pounds.

**Travel Requirements:** Travel may be necessary, up to 20% of the time (local, regional, national, international). Would require travel by air, car, rail.

**Disclaimer**
This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to include or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other tasks as needed.

**Revision Date**
10/4/2017

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