



## POSITION DESCRIPTION

**TITLE:** Director of Marketing  
**REPORTS TO:** Chief Communications Officer

**CLASSIFICATION:** Full-time/Exempt  
**DATE:** April 2026

### **ORGANIZATIONAL OVERVIEW**

The Elizabeth Dole Foundation (EDF) is the nation's preeminent organization empowering, supporting, and honoring America's 14.3 million military caregivers—the spouses, parents, family members, and friends who care for our nation's wounded, ill, or injured veterans. Founded in 2012, EDF takes a comprehensive approach in its advocacy, working with leaders in the public, private, nonprofit and faith communities to recognize military caregivers' service and promote their well-being. Its mission and goal is to empower military and veteran caregivers, their families, and their communities through programs, partnerships, and advocacy that drive innovation and sustainable solutions.

### **POSITION OVERVIEW**

The Director of Marketing is a dynamic, creative, and strategic leader responsible for elevating the Elizabeth Dole Foundation's brand, expanding its reach, and deepening public engagement with its mission. Reporting directly to the Chief Communications Officer, this role serves as the Foundation's marketing expert — a true jack-of-all-trades who can move fluidly between high-level strategy and hands-on execution.

The Director of Marketing will lead and integrate a broad portfolio spanning digital presence, visual identity, cause marketing, celebrity and influencer engagement, public service advertising, email marketing, and market research. This leader will work in close collaboration with the Chief Communications Officer to ensure marketing and communications strategies are unified, mutually reinforcing, and aligned with the Foundation's advocacy and programmatic goals.

**This position must be in the Washington, DC area and work primarily in the D.C. office. Interested applicants should send a resume and cover letter to Jodi Sheedy, Chief Communications Officer, at [apply@elizabethdolefoundation.org](mailto:apply@elizabethdolefoundation.org).**

### **PRIMARY RESPONSIBILITIES**

*Note: This description of responsibilities is not exhaustive. EDF may also outline additional responsibilities that are not included in this Job Description.*

#### **Brand & Visual Identity**

- Serve as the steward of the Foundation's visual identity, ensuring brand consistency across all platforms, materials, and communications.
- Develop, maintain, and enforce brand guidelines in partnership with design staff and external vendors.
- Oversee the creation and production of all marketing collateral, creative assets, and designed materials.
- Direct graphic design and creative services — whether managing in-house designers, freelancers, or agency partners — to deliver polished, mission-aligned creative work.

#### **Website Design & Management**

- Own the Foundation's digital presence, including strategy, design, content management, user experience, and ongoing optimization of the website.
- Collaborate with communications and program staff to ensure website content is current, accessible, and compelling.

- Oversee website vendors, developers, and technical partners; manage all site maintenance, updates, and performance tracking.
- Monitor web analytics and use data to continuously improve traffic, engagement, and conversion toward Foundation goals.

#### **Cause Marketing & Corporate Partnerships**

- Develop and execute cause marketing campaigns that align corporate partners' brands with the Foundation's mission and advance shared goals.
- Identify and cultivate new cause marketing opportunities with companies, brands, and retailers.
- Work cross-functionally with the development and communications teams to integrate cause marketing into broader fundraising and awareness strategies.

#### **Celebrity & Influencer Engagement**

- Build and manage a network of celebrity supporters, brand ambassadors, and social media influencers who authentically advance awareness of military caregiver issues.
- Develop engagement strategies, manage relationships, and coordinate activations with talent, publicists, and agents.
- Create toolkits, briefing materials, and content guidance to equip ambassadors for effective, on-brand advocacy.

#### **PSA Development & Distribution**

- Lead the development, production, and distribution of public service announcements (PSAs) across broadcast, digital, and social platforms.
- Manage relationships with media outlets, PSA clearinghouses, and production partners to maximize PSA reach and placement.
- Track and report on PSA performance and media value generated.

#### **Market Research & Audience Insights**

- Commission, design, and analyze market research and audience insights to inform marketing strategy, messaging, and campaign development.
- Monitor trends in public attitudes toward military caregiving, veteran issues, and related causes.
- Translate research findings into clear, actionable recommendations for leadership and program teams.

#### **Email Marketing & Distribution**

- Provide strategic oversight of the development and execution of email campaigns that engage supporters, caregivers, advocates, donors, and partner organizations.
- Manage email marketing platforms, optimize open and click-through rates, and translate data insights into actionable improvements.

#### **Marketing-Communications Integration & Strategy**

- Partner closely with the Chief Communications Officer to develop integrated marketing and communications strategies that are coherent, mission-driven, and audience-centered.
- Ensure marketing efforts are in sync with earned media, public affairs, policy communications, and advocacy priorities.
- Contribute to organizational planning processes and represent marketing perspectives in cross-departmental initiatives.
- Develop and manage the marketing budget; track expenditures and optimize resource allocation across channels and campaigns.
- Identify, evaluate, and manage marketing vendors, agencies, and consultants.
- Build and maintain dashboards and reporting frameworks that demonstrate marketing impact to internal and external stakeholders.

## **EDUCATION, EXPERIENCE AND SKILLS**

### ***Required***

- Bachelor's degree in marketing, communications, public relations, or a related field; advanced degree a plus.
- 7–10 years of progressive marketing experience, with at least 3 years in a senior or director-level role.
- Proven track record across a broad range of marketing disciplines — from brand management and creative direction to digital marketing, email, and cause marketing.
- Demonstrated ability to manage high-profile partnership activations.
- Experience developing and distributing PSAs or similar public awareness campaigns.
- Strong graphic design sensibility with the ability to direct creative work and provide clear, constructive feedback.
- Proficiency with website CMS platforms (e.g., WordPress, Drupal), email marketing tools (e.g., Salesforce Marketing Cloud, Mailchimp, Constant Contact), and digital analytics.
- Strong analytical skills with experience using data and market research to drive decisions.
- Exceptional written and verbal communication skills; ability to synthesize complex information into compelling, accessible content.
- Highly organized self-starter who thrives in a fast-paced environment and can manage multiple priorities simultaneously.
- Demonstrated commitment to — or knowledge of — issues affecting military families, veterans, or caregiving.

### ***Preferred***

- Experience in nonprofit, advocacy, public affairs, or mission-driven organizational settings strongly preferred.
- Experience with cause-related marketing campaigns and corporate partnership activation.
- Familiarity with media buying, PSA clearinghouses, and broadcast distribution channels.
- Experience managing agency and vendor relationships and contracts.
- Proficiency with design tools (e.g., Adobe Creative Suite, Canva for Enterprise).
- Knowledge of Section 508 accessibility standards and inclusive design practices.

## **WORK ENVIRONMENT**

- This position is in a hybrid work environment, working at least three days per week from the Washington, D.C. office.
- Ability to work in a virtual or office environment and have significant interaction via telephone, videoconference, IM, and email with EDF's national team.
- Ability to sit for extended periods of time and extensive work at a computer monitor and phone.

## **COMPENSATION AND BENEFITS**

EDF's compensation strategy is based on equity and transparency. When determining salary offers, the candidate's directly applicable experience will be taken into consideration as well as internal equity within the range. This is a full-time position and the starting pay range is between \$85,000 and \$100,000 annually.

Benefits offered include generous company contributions towards medical insurance, company-paid dental and vision insurance, company-paid life insurance and short- and long-term disability, paid time off including paid holidays and paid parental leave. We also offer a retirement plan with an automatic company match, and

the option to contribute towards a Flexible Savings Account for eligible medical, dependent care, parking and transit expenses.

Persons with mental or physical disabilities as defined by the Americans with Disabilities Act are eligible for this position as long as they can perform the essential functions of the job after reasonable accommodations are made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible for this position.

*The Elizabeth Dole Foundation provides equal employment opportunity to all employees and applicants for employment. We prohibit discrimination and harassment of any type without regard to race, color, genetic information, religion, creed, national origin, sex (including pregnancy, childbirth, or related medical conditions), age, marital status, citizenship status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, disability status, protected veteran status, or any other characteristic protected under applicable federal, state, or local law.*