

Job Title: Marketing Manager

Employment Type: In-Office, Full-Time (Hourly/40 hrs.)

Reports To: President/CEO

Salary Range: \$62,000 to \$72,000 annually, commensurate with experience

About the Eau Claire Community Foundation

At the Eau Claire Community Foundation (ECCF), our mission is to strengthen our community by bringing people and resources together to meet local needs—today and for generations to come. As a trusted leader in philanthropy, we partner with generous donors, impactful non-profits, and community leaders to enhance the quality of life across the Chippewa Valley and beyond.

Why Join Our Team?

When you work at ECCF, your efforts directly power the initiatives, grants, and scholarships that make our region a vibrant place to live, work, and grow. We offer a collaborative, purpose-driven work culture where your creative leadership is valued, your professional development is supported, and your work leaves a lasting footprint on the community.

Position Summary

The Eau Claire Community Foundation (ECCF) is searching for a Marketing Manager who is a strategic, creative, and enthusiastic professional. This role is responsible for leading the development and execution of comprehensive marketing campaigns, brand strategies, and communication initiatives for the foundation and its affiliates. The Marketing Manager works collaboratively with operations, development, donor services, and program staff to ensure strategic alignment across all departments. The ideal candidate is a proactive leader who drives marketing efforts to advance the mission of the foundation and deepen engagement with donors and the broader community.

Key Responsibilities

- **Strategic Marketing & Campaign Leadership:** Develop, implement, and measure high-impact marketing strategies and local media distributions to highlight the impact of the foundation and its affiliates.
- **Lead Generation & Donor Growth:** Lead the design and execution of data-driven lead generation strategies to acquire new donors and deepen engagement with current supporters.
- **Content Strategy & Storytelling:** Oversee the content calendar and guide the creation of compelling stories, reports, and promotional materials. Conduct strategic interviews with key donors and grant recipients to maximize community impact.

- **Brand & Design Management:** Direct and oversee in-house or contract graphic design efforts to ensure all visual materials are compelling and adhere to brand standards. Maintain authority over core marketing materials, ensuring consistency in messaging and the foundation's unique voice.
- **Digital & Web Strategy:** Lead the strategic direction of the foundation's digital presence, including managing website content updates, executing email marketing campaigns, and overseeing social media.
- **Event Promotion & Community Engagement:** Provide high-level support to design and equip staff, board, and committees with materials that position the foundation as a leader in the community. Coordinate with event planning staff on promotional strategies for foundation events, donor gatherings, and educational opportunities. Serve as a public ambassador by attending and representing the foundation at community engagement events.

Qualifications

- **Education:** Bachelor's degree preferred in marketing, communications, business, or a related field.
- **Professional:** A minimum of 5-7 years of progressive experience in marketing management or strategy.
- Proven ability to build strategic relationships, collaborate effectively with staff and volunteers, and deliver exceptional internal customer service.
- Advanced project management, organizational, and time management skills to successfully guide complex, time-sensitive projects from conception to completion.
- Familiarity with graphic design tools (such as Adobe Creative Suite and Canva) coupled with the ability to effectively oversee and direct design projects.
- Expertise in utilizing email marketing platforms and managing web content within a CMS (e.g., WordPress).

Compensation and Benefits

- **Salary Range:** \$62,000 - \$72,000 annually, commensurate with experience.
- **Employer Paid Benefits:** Dental and Vision Insurance, Life Insurance, Long-term Disability, Retirement IRA Match and Personal Time Off.

Interested candidates should submit a cover letter and resume to careers@eccfwi.org.