

MaineCF Job Posting

Position: Digital Marketing & Production Manager



Who We Are

MaineCF's mission is to bring people and resources together to build a better Maine. MaineCF holds assets of more than \$800 million and works across the state with donors, nonprofits and other partners to address the needs of all Maine people through grantmaking, community leadership and investments. The foundation's 50+ employees work from the main office in Ellsworth, a second office in Portland and remote locations throughout the state. MaineCF has a commitment to equity and expects all staff will use equity to inform their work. Please learn more about us by visiting our website: www.maineCF.org.

Position Summary

The digital marketing and production manager works closely with the vice president of communications and marketing and director of editorial and media relations to develop dynamic and comprehensive strategic marketing plans that engage new and returning stakeholders and share the community foundation's stories. This individual has primary oversight of and tracks real-time efficacy metrics for the foundation's electronic platforms and communications, including web content, social media and email communications.

Essential duties and responsibilities:

- Marketing
 - Implement marketing strategies, including design/development of branded creative assets, management of vendor relationships for creative development of goals, progress tracking and evaluation of outcomes.
 - Develops strategic marketing plans, often working directly with the Management Team, as directed by the vice president of marketing and communications.
 - Independently oversee management of specific functions of the department, including digital channels), branded logo items/swag requests and production and advertising campaign management (including project management and media buying), reporting at least weekly on status to the vice president of communications and marketing.
 - Accountable for managing to line items within the department's budget, including advertising and logo/branded items
 - Develop, propose and implement departmental processes and workflows to ensure consistent, quality production from requests through development and delivery.
 - Manages the overall alignment of digital communications with strategic initiatives and goals.
- Production and design
 - Creates and edits photos, videos, graphics, formatted documents and other collateral for use across MaineCF's physical and digital spaces
 - Collaborate with stakeholders on the creation of new materials and/or processes to support emerging departmental needs
 - Oversees maintenance of marketing asset library in Teams
 - Works with internal teams to develop social media campaigns and build community around the foundation's strategic initiatives
 - Oversees updates of digital and print marketing materials
- Tech and analytics

- In conjunction with the vice president of marketing and communications, serve as primary project manager for roll-out of new website in 2025.
- Leads the communications team's use of Salesforce and Salesforce Marketing Cloud to align with organization-wide technology roll-out.
- Maintains tracking and reporting of all MaineCF's online success metrics and key performance indicators and researches trends to maintain current relevance of digital efforts
- Incorporates DEI and equity best practices in all aspects of work

Qualifications needed for position:

The following are required for the position:

- 5-7 years of progressive digital communications, journalism, and/or marketing experience in the nonprofit sector
- Analytical skills and creative experience necessary to distribute targeted messages to a variety of audiences. Strong marketing and communications skills, including the ability to communicate professionally and work with varying levels of staff.
- Experience managing social media accounts, including, but not limited to Facebook, Instagram, LinkedIn, BlueSky, Threads, YouTube and X.
- Strong experience in paid social and digital advertising campaign management.
- Superior proficiency in social media and digital marketing analytics (Google, Meta, etc.) and knowledge of best practices, including experience in analyzing and reporting on KPIs
- Advanced knowledge of WordPress and strong knowledge of HTML
- Superior knowledge of Adobe Creative Suite (Acrobat, Photoshop, InDesign, Illustrator, Premiere, etc.) and other design programs
- Strong experience with photography and videography for use in social graphics and content
- Ability to work independently
- Superior organizational and project management skills to work well under pressure and manage multiple projects simultaneously
- Willingness to travel throughout Maine
- Marketing degree and/or continuing education and production certifications or demonstrated equivalent work experience preferred
- Knowledge of Maine, Maine media, current issues in Maine, philanthropy and nonprofits are a plus

Schedule and Location

- This is a full-time, hybrid position (2 days in office, 3 days remote), based out of our Portland or Ellsworth office
- Candidates must live in Maine or establish Maine residency within three months of hire

Compensation and Benefits

- Salary range of \$72,000-\$77,000 annually, based on experience and qualifications
- Health, Dental, and Vision Insurance, 100% employer-paid premium for individual coverage
- Employer-paid short-term disability, long-term disability, and term life insurance
- 401(k) retirement plan with a 6-9% company contribution vested immediately
- 21 paid days off per year (increases with tenure)
- 13 paid holidays per year
- Parental leave
- Employee Assistance Program (EAP)
- Wellness benefit
- Free parking

Our Hiring Process and Timeline

This is a rolling deadline. We will review resumes as they come in. If you are interested in the position, please apply as soon as possible. To apply, please submit a resume and cover letter that explain how your skills and experience fit this position to resumes@mainecf.org.

For questions, please contact: resumes@mainecf.org