



Job description for the position of
CHIEF MARKETING OFFICER



POSITION SUMMARY

The Chief Marketing Officer (CMO) is a self-driven, customer-centric leader who is responsible to architect the marketing and brand penetration strategy to bring the mission of Newhouse alive through communication campaigns, social media platforms, website presence, donor engagement initiatives, media relationships, and special event experiences. The CMO is a growth driver, innovator, service champion, and fluent storyteller.

The CMO will report to and work closely with the CEO, while also partnering with development and direct services staff to “tell the story” of our work and meet the marketing needs of each department. The Manager of Creative Communications will report directly to the CMO, and the CMO will oversee any outside partnerships for videography, communications, and marketing support.

All Newhouse team members must be able to adapt to a continually evolving environment and thrive in an autonomous and deadline-oriented workplace.

PRINCIPAL ACCOUNTABILITIES

- Develops the marketing and communication strategy to execute the organizations’ mission and performance metrics.
- Defines key performance indicators for the marketing department that sets expectations and holds team members accountable to the role they play in the organization’s success.
- Leverages key agency and market data to influence business decisions.
- Designs, plan, and execute effective marketing campaigns that positions Newhouse to grow in community awareness, community engagement, and donor giving.
- Leads the organizations brand standards and the internal/external “look and feel” of the agency.
- Expands and cultivates social media, press, website, e-communications, and direct mail presence.
- Ensures Newhouse has coherent and consistent branding and brand strategies.
- Identifies, prioritizes, and leads initiatives to increase donor/client loyalty, satisfaction, and agency revenues.

KEY PERFORMANCE AND SKILLS NEEDED TO ACHIEVE GOALS

Flexibility + Adaptability	Is open to new ways of working, ideas and processes. Adapts quickly and effectively to new environments, people, and responsibilities. Readily adapts to stressful situations and factors outside of his/her control.
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Team Leadership	Communicates the vision and objectives of the organization and workgroup through all activities and behaviors; encourages and supports individuals and teams through periods of change; motivates individuals and teams to achieve high levels of performance; creates an environment where people are encouraged to innovate and work as a team.
Communication (Verbal + Written)	Expresses views constructively in a fluent, clear, logical manner, with enthusiasm and confidence. Communicates openly and honestly and promotes an exchange of ideas. Is an effective listener – listens openly without interrupting. Shows tact, courtesy and diplomacy in dealing with others. Delivers information effectively in a variety of formats. Is succinct in communications, recognizing time is a valuable resource for all.
Business Relationship Management	Uses appropriate interpersonal styles and communication methods to work effectively with business partners (e.g. peers, residents, functional partners, external clients & alliances) to meet mutual goals and objectives, builds networks to obtain cooperation. Understands that the environment at Newhouse is one of trauma healing and recovery and interactions with our residents need to be handled sensitively and with a Trauma Informed Care lens.
Decision Making	Obtains information and identifies key issues relevant to long-term goals, actively plans, leads and develops with others for the success of the corporation; continuously monitors and understands changing markets in the industry and leads the business to maximize potential.
Stress Tolerance	Is even-tempered and keeps control of his/her emotions and behaviors, even in high-pressure situations. Maintains a positive attitude despite stress and frustration. Works effectively under pressure and approaching deadlines. Has a calming influence on others in stressful situations.
Creativity + Innovation	Recognizes and generates innovative solutions to challenges (thinks “outside the box”). Always seeks to challenge traditional assumptions and improve the way things are done. Fosters a working environment that encourages creative thinking and innovation. Is not afraid to take calculated risks and learn from mistakes. Balances creative thinking with practical application.
Business Acumen	Creates and seizes opportunities to increase current business and/or to expand into new markets, products or services. Keeps abreast of current product developments and trends relative to market opportunities and competition.
Change Management	Continuously seeks and encourages others to seek opportunities for different and innovative approaches to addressing organizational challenges, advocates the need for self or others to seek a better way to address work processes
Coaching + Mentoring	Inspires, motivates and guides others to action; creates a sense of job ownership by providing clear expectations, feedback, mentoring and

	training to help individuals achieve their goals. Makes time to coach employees and help them improve their work performance.
Financial Management	Demonstrates a broad understanding of financial management principles. Understands the key financial indicators affecting the organization. Accurately estimates project plans and budgets, using cost-benefit thinking. Manages and controls budgets effectively; monitors expenditures rigorously. Identifies cost-effective approaches to business operations without sacrificing quality.
Functional Expertise	Has the functional competence (skills & knowledge) to be effective in his/her job. Keeps up to date with ongoing learning/studying. Actively seeks assignments and other on-the-job opportunities to improve self. Shares competence willingly with others.

WORK CONDITIONS

Work conditions are typical of those in an office setting. There may be extending periods of sitting, standing, walking up and down stairs and/or traveling on the elevator. Staff may be subject to noises such as others speaking or children playing, given the shelter’s communal living structure. There are times the shelter must go into privacy mode for the privacy or safety of staff/residents. The intercom system is used to communicate these needs.

EDUCATIONAL REQUIREMENTS

Bachelor’s Degree Required. Minimum of five years of marketing leadership experience required.

Work schedule is typically M-F. Work schedule and hours may vary; evenings and weekends may be required but are managed by the attorney based on his/her availability and the needs of the clients. Newhouse provides a flexible and virtual work environment to the extent that it does not interfere with meeting the needs of our clients and residents.

EXPERIENCE, ABILITIES + QUALIFICATIONS

- Ability to organize and prioritize tasks and assignments in order to meet deadlines
- Proven history of self-directed work to improve processes and procedures and excellent understanding of business processes and operations
- Must possess executive maturity, sound judgment and a professional appearance
- Strong strategic and analytical skills
- Integrity, honesty and high ethical standards
- Keen interpersonal skills, being sensitive to our Trauma Informed Care model
- Alignment and adherence to the Newhouse mission, vision, and principles

AT WILL EMPLOYMENT

There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of Newhouse that employment is at will, which means that employment is for no

specific term and that employment may be terminated by the employee or Newhouse at any time without cause.

EQUAL OPPORTUNITY + AFFIRMATIVE ACTION EMPLOYER

Newhouse is an equal opportunity and affirmative action employer. We celebrate diversity and know that in serving a diverse population and employing a diverse team, we position our organization and community to thrive. We promote diversity of thought, culture and background and are committed to a work environment that gives voice to, supports, inspires and respects all individuals.

Employment at Newhouse is solely based on a person's aptitude, qualifications and professional competence. We do not discriminate on the basis of race, color, ancestry, national origin, religion or religious creed, mental or physical disability, medical condition, genetic information, sex (including pregnancy, childbirth, and related medical conditions), sexual orientation, gender identity, gender expression, age, marital status, military or veteran status, citizenship, or other characteristics protected by state or federal law or local ordinance.

Note: This position description is not intended to be all-inclusive. You may be required to perform other related duties within your skill set as negotiated and/or directed to meet the ongoing needs of your department and the organization.

I have read and understood the duties and expectations as described in this position description.

Employee Name

Date