



Position Announcement

Marketing and Membership Director

Position Available June 13, 2016

OVERVIEW

Since 1982, PEP has provided a practical system of education that gives parents the knowledge and skills to raise more cooperative, respectful, and responsible children. Parent education programs such as PEP's have far-reaching effects and contribute to a range of positive outcomes, including improved physical, cognitive, social, and emotional health in both parents and children. Even families that are already doing well do *better* after PEP training as a result of improved parent-child understanding, more open communication, and a calmer home environment.

PEP is sustained through a combination of fee-based programs, membership revenue, and contributions from donors. PEP primarily earns revenue through its open enrollment core classes (8 and 10 week classes), seminars (2-4 week classes), and workshops (one-night classes). PEP also earns some revenue through its consult program and community talks. PEP also occasionally gives fee-based talks to corporations and government agencies, and we also hold special events, such as our Noted Parenting Author Talk.

The Marketing and Membership Director is responsible for developing and carrying out both a marketing program and a membership program to build awareness, interest and ultimately enrollment in PEP's fee-based programs. The goal is to serve as many parents as possible with our resources, and at the same time achieve a level of class and member enrollment that, when combined with contributions, creates a financially sustainable position for the organization.

DUTIES AND RESPONSIBILITIES

Specific responsibilities include:

Develop and execute a newly revised PEP membership program to create a vehicle for delivering ongoing services to parents. This includes re-examining and adding to member benefits and developing ways for PEP to build relationships with members.

Develop and execute a strategic marketing plan for PEP, including assessing the variety of vehicles available to PEP and developing a strategic marketing plan that best uses PEP's resources to increase enrollment in PEP fee-for-service programs. Included as part of this:

- *Invest in key public awareness efforts*, such as writing blog posts, exhibiting at select fairs, responding to media requests, and giving free community talks.
- *Coordinate PEP's overall social media effort*, including Facebook, Twitter, Pinterest, and other social media vehicles.
- *Identify and develop relationships with key parent influencers*, such as school counselors and administrators, pediatricians, therapists, mom's groups, PTAs, and parent bloggers.
- *Work with schools, community groups, and a corps of volunteers who can promote PEP to their parent community.* .

Create and disseminate a cost-effective combination of online and print materials to promote PEP programs, such as PEP's schedule of classes, postcards, emails, and flyers.

Provide support and serve as point person to PEP's Marketing Committee, including working with the committee chair to schedule meetings, set agendas, provide follow-up, communicate with committee members, and recruit new committee members as needed. PEP also has a Fund Development Committee that will soon provide support for PEP's membership program. PEP's executive director serves as the staff point person for the Fund Dev. Committee, but the Marketing and Membership Director will attend Fund Development Committee meetings and follow-up on actions pertaining to the membership program.

Oversee PEP's Marketing Coordinator, who is responsible for developing and sending press releases for PEP programs, updating PEP's website, updating PEP's Facebook presence, and coordinating media requests for interviews.

Collect data to analyze and improve PEP's marketing strategies and make program recommendations, including using surveys, focus groups, and other data gathering tools.

Oversee administration and internal coordination of marketing and membership program, including identifying resources needed to implement initiatives; developing and overseeing annual budgets; managing staff, community partners, volunteers and consultants; and coordinating internally with other staff to meet the goals of the organization.

QUALIFICATIONS

- At least 10 years of professional experience in the fields of nonprofit management, sales and marketing, or business development.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, sales and public relations activities.
- Experience overseeing the design and execution of print and electronic materials; experience developing social media campaigns preferred.
- Highly organized and able to wear multiple hats in a fast-moving environment.
- A consummate team player with a flexible and creative approach.
- Excellent communication and team building skills with an ability to balance, negotiate, and work with a variety of internal and external stakeholders.
- Personal qualities of integrity, credibility, and a commitment to PEP's mission.
- Experience with desktop publishing and public speaking preferred.
- Bachelor's degree required, graduate degree preferred.

Compensation and Hours

The position is a 32 hour per week position. Competitive nonprofit salary commensurate with experience.

Instructions for Applicants

To apply, please submit a cover letter and résumé with recent salary history to ED@pepparent.org. For further information about PEP, please visit <http://www.pepparent.org> and <http://greatnonprofits.org/reviews/parent-encouragement-program-inc.>