

## **About the Hoover Presidential Foundation**

The Hoover Presidential Foundation is a nonprofit organization dedicated to promoting the legacy and ideals of President Herbert Hoover. Our mission is to inspire individuals to achieve their full potential by fostering the values of leadership, humanitarianism, and public service exemplified by President Hoover. We are committed to preserving and sharing his history and vision while making a positive impact on society.

## **Position Overview**

The Director of Marketing-Communications will lead the Foundation's marketing and communication efforts, driving brand awareness, engagement, and donor support through strategic storytelling and digital outreach. This role plays a key part in unifying messaging across departments, especially during our capital campaign and museum renovation.

As a strategic leader, you will develop and implement high-quality, innovative marketing strategies to promote our mission, strengthen our brand, and enhance engagement with key stakeholders. You will oversee digital and print content, manage social media, collaborate with partners, and ensure consistent messaging across all platforms.

## **Key Responsibilities**

### **Marketing & Communications Strategy**

- Develop and execute a comprehensive marketing and communication plan to grow donor engagement and site attendance.
- Create and implement campaigns to promote annual initiatives, events, programs, and membership.
- Collaborate with Hoover Campus partners (Herbert Hoover Presidential Museum, Hoover National Historic Site).
- Utilize storytelling to expand audience reach and engagement.
- Develop fundraising and development materials, including donor communications, solicitations, speeches, and brochures.
- Maintain website content and assist with virtual board meetings as needed.

### **Writing & Content Development**

- Craft compelling content for blogs, fundraising campaigns, newsletters, event promotions, and advertising (digital & print).
- Maintain clear, engaging, and persuasive messaging tailored to different audiences while ensuring brand consistency.
- Leverage AI tools to enhance content creation while ensuring authenticity.
- Proofread and refine materials for clarity, impact, and readability.
- Manage multiple writing projects, balancing deadlines and priorities effectively.

## **Content Creation & Fundraising Support**

- Lead storytelling efforts, including donor impact stories and fundraising content.
- Develop and manage email marketing campaigns via platforms such as Constant Contact.
- Ensure messaging aligns with organizational goals and brand voice.
- Utilize Donor Perfect (CRM) for donor segmentation and targeted outreach.
- Leverage data-driven insights to enhance communication strategies.
- Monitor trends in marketing, social media, and donor engagement to keep strategies innovative and effective.

## **Website & Digital Presence**

- Manage and update website content for accuracy, accessibility, and SEO optimization.
- Develop strategies to increase web traffic and engagement.
- Coordinate webinars or podcasts to enhance storytelling, donor engagement, and public education.

## **Media & Public Relations**

- Expand media outreach and secure earned media opportunities.
- Write and distribute press releases, op-eds, talking points, and public statements.

## **Graphic Design & Branding**

- Design compelling graphics for print and digital media, including illustrations, logos, and promotional materials.
- Maintain brand consistency across all communication platforms.
- Oversee presentations, reports, and marketing materials.

## **Social Media & Marketing Execution**

- Manage and create content for social media platforms.
- Track key performance indicators and adjust strategies accordingly.

## **Photography & Video Production**

- Capture and edit photos and videos for campaigns, social media, and donor engagement.
- Maintain a digital archive of high-quality visuals.
- Proficiency in video creation and editing is preferred but not required.

## Qualifications & Skills

### Required:

- Bachelor's degree required.
- 5+ years of professional experience leading and implementing successful marketing campaigns, preferably in the nonprofit or fundraising field.
- Outstanding writing, editing, and proofreading skills.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Experience with email marketing platforms and automation.
- Strong knowledge of social media management and best practices.
- Ability to manage multiple projects, work independently, and meet deadlines in a fast-paced environment.
- Support for events, including occasional nights and weekends.
- Experience managing WordPress websites, optimizing SEO, and improving UX.
- Valid Driver's License.

### Preferred:

- 4-6 years of experience in development or fundraising communications.
- Proficiency in video creation and editing.
- Familiarity with CRM systems (e.g., Donor Perfect) for donor segmentation and outreach.
- Genuine interest in history and learning the Hoover story.

## Work Environment & Compensation

- Salary Range: \$70,000-\$80,000 per year (compensation based on experience, skills, and qualifications).
- 401(k) with up to a 10% employer match.
- Health and dental insurance.
- Paid time off (sick and vacation).
- 10 paid holidays.
- Flex Reimbursement Plan.
- Opportunities for professional development.

## Application Instructions:

- Interested candidates should submit a resume, cover letter, and two portfolio samples showcasing your expertise in marketing and communications. Examples may include campaign strategies, content development, copywriting, strategic communication plans, or other relevant work that highlights your skills and experience to [info@hooverpf.org](mailto:info@hooverpf.org). Attention: Greta Bierman with the subject line: **Director Marketing/Communications Application – [Your Name]**.
- The position is open until filled, but applicants are encouraged to apply by **April 3, 2025**, for full consideration.

- Successful candidates will be required to self-disclose any conviction history and will be subject to a background check and credential/education verification.
- Professional references may be requested at a later step in the recruitment process.

The Hoover Presidential Foundation is committed to fostering an inclusive environment that welcomes diverse perspectives and experiences in historical interpretation, nonprofit work, and donor engagement.