



Marketing Director

Location: Cincinnati, Ohio | Hybrid

Reports to: Executive Director

Status: Full-time

The Marketing Director will lead KWF's overall marketing and communications strategy and serve as the guardian of our brand and voice.

This is a **strategic and highly hands-on role** for someone who can think big-picture while also rolling up their sleeves to get the work done. Working closely with the Executive Director, Development team, Programming team, chapter leaders, volunteers, and external partners, this person will help KWF move from simply **telling people what we do to making people feel why it matters.**

Key Responsibilities

Marketing & Brand Leadership

- Develop and execute KWF's integrated marketing and communications strategy.
- Strengthen and evolve the KWF brand while protecting its warmth, authenticity, humor, and joy.
- Develop compelling messaging that communicates KWF's impact on women and families living with breast cancer.
- Ensure a consistent brand, voice, and experience across all channels.
- Help position KWF for its 20th anniversary and future growth, including a major campaign.

Storytelling & Digital

- Lead content strategy across social media, email, website, print, video, and other channels.
- Identify and elevate powerful stories from women and families, donors, volunteers, and community partners.
- Oversee website content, email marketing, social media, digital advertising, and SEO.
- Use analytics and audience insights to measure impact and continuously improve.
- Develop and maintain a proactive content and editorial calendar.

Events, Experiences & Fundraising

- Provide strategic and creative leadership for KWF's major events and experiences.
- Set the creative vision, messaging, audience experience, and marketing strategy for events.
- Serve as the internal marketing lead and manager of outsourced event planners, agencies, production teams, and other partners.
- Provide direction, feedback, and accountability to ensure external partners bring KWF's vision to life.
- Oversee event promotion, storytelling, branding, and the overall guest experience.
- Partner with Development to maximize events for fundraising, sponsorship, engagement, and visibility.

PR, Partnerships & Team Leadership

- Build relationships with media, influencers, businesses, community partners, and other external audiences.
- Identify opportunities to increase KWF's local and national visibility.
- Manage marketing, PR, design, photography, video, and other creative partners.
- Provide direction to staff and contractors supporting marketing and communications.
- Manage the marketing budget and project timelines.

Growth & Innovation

- Establish meaningful marketing KPIs and use data to guide decisions.
- Test new ideas, platforms, and campaigns.
- Stay current on digital trends, AI tools, social media, storytelling, and nonprofit marketing best practices.

What We're Looking For

At KWF, **how we work with people matters just as much as what we accomplish.** We are a relationship-first organization, and every woman we serve, volunteer, donor, vendor, community partner, and colleague deserves to be treated with respect, kindness, professionalism, and genuine care.

We're looking for someone who is **strategic and scrappy**—someone who can build the big plan and then make it happen.

- 7+ years of marketing, communications, brand, or related experience, including leadership experience.
- Proven experience developing and executing integrated marketing strategies.
- Strong knowledge of digital marketing, social media, email, websites, print, and analytics.
- Experience managing agencies, creative partners, contractors, or teams.
- Strong project management skills and the ability to manage multiple priorities.
- A creative eye and strong sense of brand.
- Curiosity about AI and emerging marketing tools.

- Collaborative, confident, creative, and willing to bring new ideas to the table.
- Nonprofit, fundraising, healthcare, or cause-related experience is a plus.

Most Importantly, You'll Fit at KWF If...

You believe **joy is important work**.

You understand that great nonprofit marketing doesn't just explain a mission—it makes people care about it.

You're energized by big ideas and enjoy bringing them to life. You'll thrive in a culture that is **professional without being stuffy, passionate without taking itself too seriously, and deeply committed to making a difference.**

And you want to help build something **bigger, bolder, and even more impactful** than it is today.

Compensation & Benefits

KWF offers a competitive salary, a comprehensive benefits package, and a flexible hybrid work environment. We truly pride ourselves on work-life balance.

To apply, please send a resume and cover letter to: info@karenwellingtonfoundation.org