



**POSITION TITLE:** Senior Marketing Manager  
**REPORTS TO:** Vice President of Advancement  
**FLSA STATUS:** Full-Time; Exempt  
**SALARY RANGE:** \$60,000-\$70,000  
**LOCATION:** Philadelphia/Hybrid (min 2 days week in Philadelphia office)

**Position Overview:**

Eluna is seeking an experienced and passionate marketing professional to help elevate brand awareness and promote its services for youth and families impacted by addiction or grief.

**Key Duties and Responsibilities:**

- Develop, coordinate, and disseminate creative content that effectively communicates Eluna's value proposition including but not limited to website, social media, blogs, email communications, campaigns and event content.
- Create, implement and measure impact of brand awareness content across audiences in conjunction with advancement team and outside agency support.
- Work with the CEO, VP of Advancement and external agency to develop and implement both short and long-term integrated branding strategies to elevate the organization's profile.
- Serve as the internal brand champion working with the program team and network partners to support marketing needs and communicate best practices
- Manage the creation and up to date maintenance of the editorial calendar, website, talking points and brand book and communicate related deadlines and updates.
- Increase the visibility of the organization by enhancing audience development through digital marketing outreach including e-newsletter and email marketing, blogs, press releases. social media campaigns and managing promotional items and any online shopping or retail sale campaigns.
- Oversee the inventorying and organization of brand assets (photos, videos, collateral, digital marketing and media content) for the team and recommend and lead any required brand changes, policies or tools.
- Collaborate with the program and advancement teams to create targeted content for specific audiences for items such as annual impact reports, grant reporting, conference presentations, effective SEO and other related needs.
- Oversee logo design and collateral approval to effectively enhance the organization's story and impact.
- Proactively support partnership and foundation deliverables and initiatives in a timely fashion by providing marketing and branding guidance and support to partners, sponsors and other stakeholders.
- Work closely with the VP of Advancement to provide content for donor facing collateral such as integrated marketing campaigns, fundraising appeals, events

and annual report including email, web, social media and written collateral for items such as sponsorship packages, invitations, program books and advertising journals.

- Draft press releases, field media inquiries, oversee media coverage and attendance at events and camps, and serve as liaison with audio visual team, photography and other marketing centric roles at major events as needed.
- Contribute to successful event outcomes by managing all event creative content, such as talking points, invitations, signage, website and social content and media advisories.
- Manage the marketing and development coordinator and serve as liaison to the Board of Trustees' marketing and communications committee working closely with the Committee Chair and CEO to set agendas, prepare presentations and report on metrics and activities no less than quarterly.
- Successfully manage creation, collection, analysis and application of marketing and branding data, through utilization of both internal and external resources; provide monthly, quarterly and annual reports as required and create surveys and outreach internally and externally to assist in the collection, analysis and presentation of data to the CEO and the board with recommendations for best practices.

### **Knowledge, Skills and Competencies**

- 3-5 years of successful marketing or related experience
- Agency, nonprofit experience or grief/addiction field experience preferred
- Bachelor's degree in marketing, communications or related discipline or, a relevant combination of education, training and experience that provides the required knowledge, skills and competencies to perform the essential functions of the job
- Proficiency and experience with digital marketing products such as Mailchimp, Adobe Creative Suite, PowerPoint, Canva, or other similar platforms
- Experience with website management (WordPress) and SEO as well as social media platforms
- Knowledge of or ability to use Microsoft O365 Suite, Salesforce CRM and Monday.com project management products
- Working knowledge of all paid, earned and owned marketing and communications functions — creative, advertising, direct marketing, public relations and promotions
- Demonstrable experience with revenue generating, multi-channel fundraising campaigns
- Ability to add value to the organization and effectively work with team members and external stakeholders in various locations
- Ability to multitask, be creative and work within nonprofit budget realities
- Excellent communication, presentation and interpersonal skills
- Connection and/or commitment to Eluna's mission
- Confidentiality, honesty and discretion required
- Management experience a plus

## **Personal Characteristics**

Creative and energetic results-driven strategic thinker who can meet deadlines, is detail oriented, collaborative, responsive, self-motivated, passionate, poised and resourceful.

## **Benefits**

We offer a generous benefits package with medical, dental, vision, short- and long-term disability, 401(k) plan, flexible spending plan, commuter benefits, generous paid time off and flexible working hours.

## **How to Apply**

Email resume and cover letter with (1) salary requirements, (2) approximate available start date, and (3) explanation of how you meet the required criteria to Jean Heflin Kane at [jeankane@elunanetwork.org](mailto:jeankane@elunanetwork.org). Submissions missing any required items will not be considered. Thank you.

## **About Eluna**

Eluna is a public, 501(c)(3) non-profit headquartered in Philadelphia with a mission to support youth and families impacted by grief or addiction. Founded in 2000 in Seattle by former MLB pitcher Jamie Moyer and Karen Phelps Moyer, Eluna was originally called The Moyer Foundation and launched a series of programs that support thousands of children and families: Camp Erin® is the largest national network of grief programs for bereaved children, teens and families, Camp Mariposa® is a national addiction prevention and mentoring program for youth impacted by a family member's substance use disorder, and the Eluna Resource Center offers tools, local referrals and personalized support for families experiencing grief, addiction and other related issues.

## **ELUNA IS AN EQUAL OPPORTUNITY EMPLOYER**

Eluna has undertaken proactive steps to learn how to become a more diverse and inclusive organization and we are committed to a work environment that supports, inspires, and respects all individuals and in which personnel processes are merit-based and applied without discrimination on the basis of race, ethnicity, color, national origin, ancestry, age, sex, religion, creed, disability, sexual orientation, gender identity and/or expression, genetic information, marital status, domestic or sexual violence or stalking victim status, honorably discharged veteran or military status, or any other protected characteristic as established by applicable state or federal law.