



Marketing & Communications Analyst Position Description Washington, D.C.

SUMMARY

The National Center for Family Philanthropy (NCFP) is an Equal Opportunity Employer. It is the policy of NCFP to ensure equal employment opportunity without discrimination or harassment on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, genetic information, or any other characteristic protected by law. NCFP prohibits any such discrimination or harassment.

The National Center for Family Philanthropy is a community of donors, their families and boards, and staff of family philanthropies. NCFP provides resources, programs and education, and support to its network in an effort to equip family philanthropists with the tools they need to have greater impact.

NCFP is growing, implementing an ambitious strategic plan, and holding a new perspective on effective philanthropy. This is an exciting time to join the organization—there are opportunities for growth and the analyst will contribute to the execution of a new communications strategy.

The marketing analyst is responsible for amplifying and protecting NCFP's brand, conveying NCFP's value proposition to prospective community members and partners, and informing community members about ways to engage with the organization. The analyst takes a data-driven approach, using metrics from the website and email marketing analytics to make strategic recommendations and adapt processes accordingly. Internally, the analyst's role is cross-cutting and collaborative: they work with the Program Team to define and promote programs and services, with the Development Team to acquire and retain community members, and with Operations to manage technical and database needs. In addition to core responsibilities, the analyst will assist on special projects as they arise.

A successful analyst is a key contributor to the organization's overall marketing strategy and identifies new opportunities to more effectively advance NCFP's mission.

The salary for this position is \$55,000 - \$65,000 depending on experience plus benefits, which include paid vacation; 11 holidays; new parent leave; 100% employee premium paid for medical/dental/vision insurance; 5% retirement contribution; short and long-term disability and life insurance; transportation benefit; and professional development. This is a Fair Labor Standards Act (FLSA) status exempt position based in Washington, D.C. Staff are working remotely through May 2022.

ORGANIZATIONAL OVERVIEW AND CONTEXT

When NCFP was founded, philanthropy as a professional field was nascent and NCFP developed programs to successfully meet the needs of the family philanthropists it served at that time. Organizations serving philanthropists were not common, and NCFP was instrumental in organizing and building a base of knowledge to support the development of a now recognized field of family philanthropy.

Today, the field of philanthropy is crowded with consultants, financial advisors, membership organizations, and academic centers. The pace of change in external context has rapidly accelerated as the field reckons with national disruption, the effects of climate change, health crises and long-standing structural inequities. The field of family philanthropy is calling for support to respond to an increasingly intersectional world, requiring social-impact investments that are more strategic, justice-minded, and effective. Motivations for engaging in philanthropy, the

structures that support giving, and the very definitions of philanthropy and family, are changing and being challenged.

NCFP is responding with support that is agile, evolving, and increasingly co-created by stakeholders and partners in the field. To achieve this, NCFP has adopted a new strategic plan, with a theory of impact linked to a clear business model, that calls for both an expansion in the number of families served as well as a deepening of their engagement toward more effective practices.

NCFP, guided by its refreshed theory of impact, works to:

- Elevate a vision for family philanthropy, including the potential and practices of impactful and intentional giving.
- Equip families and their partners to achieve purposeful outcomes with curated and relevant tools, resources, and skills.
- Activate and connect a diverse and engaged peer community of philanthropic families and partners.

A newly designed Family Giving Lifecycle framework serves as a guide for NCFP's programmatic offerings. The Lifecycle encompasses the breadth and inflection points of family philanthropy and orients donors to effectiveness for the purpose of promoting better outcomes. It recognizes the complexity of family decision making and acknowledges the iterative nature of the journey families undertake, making room for revisiting topics as the family and philanthropy evolve. Program strategies will extend opportunities for peer-based learning and incorporate a wider variety of tools and learning modalities to meet the connection, exploration, and training goals of philanthropic families. Based on feedback that the field is asking for expert-led communities of practice, these programmatic approaches increasingly include ongoing peer learning and networks.

CORE FUNCTIONS AND RESPONSIBILITIES

Digital Marketing & Communications

- Write, create, edit, and disseminate the majority of NCFP's marketing emails including event promotion and regular newsletters.
- Track marketing email performance and identify opportunities for improvements, including better audience segmentation in alignment with the NCFP strategic plan.
- Contribute to content creation for NCFP's social media channels (LinkedIn, Twitter, and Facebook) and tracking of social media performance in addition to monitoring comments on posts.
- Help maintain NCFP's blog by creating posts, managing the cadence of posts, and aligning content with communications and programmatic priorities
- Develop and edit collateral materials such as PowerPoint presentations, media releases, graphics, and video clips as needed
- Monitor relevant discussions and news articles in the philanthropy community to share with the team

Website Maintenance

- Collaborate with the Program Team to create and edit content on NCFP.org, ensuring a consistent voice and adherence to brand guidelines.
- Create and publish events and resources on NCFP.org.
- Work with Marketing Team to consistently improve web content and organization.
- Use Google Analytics to track web performance. Provide reports on key metrics and insights based on available data.
- Maintain the jobs board at <https://www.ncfp.org/jobs/> ensuring that postings are removed after closing date, etc.

- Work with web developers to troubleshoot issues as they arise.

Cross-cutting support

- Serve as back-up technical and programmatic support to the Program Team for webinars and other programming
- Other duties as assigned

QUALIFICATIONS OF THE IDEAL CANDIDATE

While one person may not embody all the qualities below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- BA/BS preferred
- Excellent communication, both written and oral
- Strong attention to detail
- Experience with CMS (WordPress preferred)
- Experience with CRM (HubSpot and Salesforce preferred)
- Willingness to work collaboratively and to take initiative
- Experience with Google Analytics required
- At NCFP, relationship management is everyone's job. A customer service orientation is a must!
- Ability to remain flexible and adapt to shifting priorities
- Curiosity and passion for social impact, effective philanthropy, and equity
- Strong project management skills

For more about the **National Center for Family Philanthropy**, please visit: <https://www.ncfp.org>

To apply, send a cover letter and resume to hr@ncfp.org, subject line: Marketing and Communications Analyst Search. NCFP will begin reviewing applications on a rolling basis the week of March 14, 2022. **Thank you for your interest!**