

MARKETING MANAGER

Job description | The Liver and Kidney Hope Foundation (TLHF)

Title	Marketing Manager	Reports to	Chief Operating Officer (COO)
Department	Outreach and Marketing	Direct reports	Marketing coordinator, if assigned
Classification	Full-time, exempt (confirm with counsel)	Work location	Nevada; hybrid as approved
Schedule	Full-time; evenings and weekends for events	Compensation	To be set by the Board of Directors
Prepared by	_____	Approved / date	_____

Position summary

The Marketing Manager leads the Community Outreach and Marketing department of TLHF, a Nevada 501(c)(3) nonprofit that provides liver and kidney health education, community support, and outreach. The role tells TLHF's story, protects and grows the brand, and builds awareness of TLHF's education, support groups, and events. It plans and runs communications, digital marketing, fundraising campaigns, and community outreach so more people living with kidney or liver disease, and their families, find help and so supporters can give, volunteer, and advocate. All content must be accurate, accessible, respectful of privacy, and clear that TLHF is an education and support organization and not a medical provider.

Brand one consistent, trusted identity	Content accurate, accessible messages	Campaigns donors, events, volunteers	Outreach community and partner reach
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A Brand and marketing strategy

- Develop and run an annual marketing and outreach plan with goals, audiences, messages, budgets, and measures.
- Protect and apply the TLHF brand: the watercolor logo, color palette, typography, voice, and templates.
- Maintain brand guidelines and review materials from departments and chapters for consistency.
- Segment audiences: patients, caregivers, living donors, donors, volunteers, partners, and the media.

B Content and communications

- Plan and produce website content, newsletters, email, social media, flyers, videos, and printed materials.
- Write in plain language at an accessible reading level, and provide translations and accessible formats.
- Work with the Social Work department and qualified reviewers so health content is accurate before release.
- Keep a content calendar and approval workflow, and archive published materials.

KEY RESPONSIBILITIES (CONTINUED)

Essential functions of the Marketing Manager

C Digital marketing and analytics

- Manage the website, search visibility, email platform, social channels, online giving pages, and paid campaigns.
- Track performance with analytics: traffic, engagement, subscribers, conversions, and campaign return.
- Test messages and formats, report results, and improve campaigns based on evidence.
- Maintain the participant portal and online forms with the IT function.

D Fundraising and event marketing

- Create and run donor campaigns, appeals, giving days, and sponsorship materials with the CEO and Financial department.
- Market galas, the theater and musical productions, and community events with the Event Coordination department.
- Develop donor-facing content, impact reports, and acknowledgment messages.
- Support grant proposals with clear stories and data.

E Community outreach and partnerships

- Plan outreach at health fairs, hospitals, dialysis units, transplant centers, clinics, faith groups, and community events.
- Build partnerships that refer people to TLHF and extend reach, including for new chapters and locations.
- Recruit volunteers through the Volunteer Program with targeted campaigns.
- Provide a marketing toolkit for Chapter Managers.

F Media, storytelling, and public relations

- Build media relationships, write press releases, and respond to media inquiries with the CEO's approval.
- Collect and share participant, caregiver, and donor stories only with written consent, privacy safeguards, and respectful framing.
- Support awareness campaigns such as organ donation and kidney and liver health months.

RESPONSIBILITIES AND QUALIFICATIONS

What the role requires

G Compliance and ethics

- Follow truthful advertising and charitable solicitation rules, email and text consent rules (CAN-SPAM and TCPA), accessibility standards, and copyright and image licensing.
- Never make medical claims or give medical advice; include TLHF's education and support disclaimer where appropriate.
- Protect privacy: no sharing of participant information, photos, or stories without consent.
- Honor donor privacy preferences.

H Budget, vendors, and tools

- Manage the marketing budget, agencies, printers, and software; track spending and results.
- Administer marketing tools and databases with the IT function, and protect their data.

I Team and collaboration

- Lead, coach, and review the work of marketing staff, volunteers, and contractors.
- Collaborate with the CEO, COO, Social Work, Volunteer Program, Event Coordination, and chapters.
- Report results to the COO and CEO.

Qualifications

Required qualifications	Preferred qualifications
• Bachelor's degree in marketing, communications, journalism, or a related field, or equivalent experience • 5 or more years of marketing or communications experience, including digital and content • Excellent writing, editing, and presentation skills • Experience with a website CMS, email and social platforms, analytics, and design tools • Sound judgment with sensitive and confidential stories • Ability to pass a background check	• Nonprofit, healthcare, or health communication experience • Experience in fundraising or event marketing • Graphic design, photography, or video skills • Bilingual ability (for example Spanish and English) • Lived experience with kidney or liver disease, or as a caregiver

COMPETENCIES, SUCCESS MEASURES, AND FIRST 90 DAYS

What good performance looks like

Competencies

Core competencies	What it looks like
Storytelling and writing	Explains health topics clearly and moves people to act
Brand stewardship	Keeps every message consistent, accurate, and on brand
Data-driven thinking	Uses analytics to decide what to keep, change, or stop
Ethics and sensitivity	Respects privacy, dignity, and people living with serious illness
Collaboration and project management	Delivers on time with many partners and deadlines

Success measures

Success measure (examples; targets set annually)	How it is tracked
Growth in website visits, email subscribers, and social reach	Analytics dashboard
Event registrations and attendance	Registration reports
Donations and donors from campaigns	Development reports
Volunteer sign-ups and support group referrals	Volunteer and intake logs
Brand consistency and content accuracy review completed	Content calendar and approvals

The first 90 days

FIRST 30 DAYS	FIRST 60 DAYS	FIRST 90 DAYS
Learn the mission, programs, and brand. Audit the website, content, and channels. Meet staff, partners, and chapters.	Build the content calendar and approval workflow. Set baseline metrics. Refresh the highest-impact pages.	Present a marketing and outreach plan with budget and goals. Launch two campaigns.

AUTHORITY, WORKING CONDITIONS, AND ACKNOWLEDGMENT

Decision rights and legal statements

Decision-making authority

Area	Authority of the Marketing Manager (limits set by the COO, CEO, and policy)
Spending	Approve marketing spending up to \$_____ per item within the budget; larger items require COO or CEO approval
Publishing	Publish approved content through the standard review process; health content requires qualified review
Media	Respond to routine media requests; statements on sensitive issues require CEO approval
Stories and images	Use participant stories and photos only with written consent
Brand	Approve or decline use of the TLHF name and logo by chapters and partners under brand guidelines

Working conditions and physical requirements

- Office and hybrid work; local travel to events and partners; evening and weekend work is expected for events.
- Ability to sit, use a computer, speak, and hear for extended periods, and to lift up to 25 pounds for event setup, with or without reasonable accommodation.
- Work involves sensitive health-related topics and personal stories.

Legal statements

Equal employment opportunity: TLHF is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or any other protected status. Reasonable accommodations are provided to qualified individuals with disabilities. **At-will employment:** This description is not an employment contract. Employment is at will, and duties may be changed as organizational needs require.

Acknowledgment

Employee signature	_____	Date	_____
Printed name	_____	COO signature	_____
CEO signature	_____	Date	_____