



Position: Director of Marketing

Center Location: 3171 N 93rd Street • Omaha, NE 68134

Hours: 40 hours per week / salaried / exempt

Annual Salary: Competitive; commensurate with qualifications and experience

Position Purpose: As a member of the EPS leadership team, this position is responsible for planning, overseeing, executing, and analyzing all EPS marketing initiatives with their team members.

Responsibilities:

- Demonstrate dedication to the mission, core values, and services provided by EPS.
- Develop, implement, measure, and analyze all marketing strategies.
- Manage the development of marketing materials, including advertising, collateral, and digital content.
- Manage multiple project plans at one time with organizational excellence to meet deadlines within budget.
- Display strong leadership and management skills to motivate and inspire a team of creative professionals.
- Manage the marketing budget and allocate resources effectively to achieve maximum ROI.
- Analyze market trends, consumer behavior, and competitor activity to identify opportunities and threats.
- Collaborate with cross-functional teams, including Advancement, Life Services, and Health & Wellness, to ensure all marketing initiatives are aligned and integrated.
- Collaborate with board and community members to drive EPS' strategic initiatives forward.
- Incorporate new marketing trends and technologies when appropriate.
- Co-lead monthly all-staff meetings, attend weekly leadership team meetings, and lead regular marketing team and one-on-one meetings.
- Maintain client confidentiality and professional boundaries at all times.
- Perform other duties as assigned by the Executive Director.

Knowledge/Skills/Abilities:

- Ability and willingness to adhere to EPS policies and procedures.
- Experience working in a nonprofit organization and/or the medical sector is preferred.
- Excellent written and verbal communication skills.
- Attention to detail with an ability to multitask, problem solve, and manage interpersonal conflicts.
- Proficient with Microsoft Office and Adobe Creative Cloud.
- Familiarity with Google Analytics, Google for Nonprofits, the Wix website platform, social media advertising, Mailchimp, and marketing automation tools and technologies, including analytics tools.
- Experience working with vendor partners to achieve marketing and communication goals.
- Ability to work independently and as a team player for projects.
- Willingness to assist with miscellaneous duties as assigned.

Education/Experience:

- Bachelor's degree in marketing, communications, or a related field required; master's degree preferred.
- Minimum of 2 years in a director role.

Nature and Scope of Accountability: Reports to the Executive Director.

Apply via Indeed or email a resume and cover letter to Denny Waggoner at dwaggoner@essentialps.org.