



**Position:** Manager, Marketing  
**Employment Status:** Full-Time Exempt  
**Reports To:** Chief Impact Officer  
**Location:** Remote

### **About Multiplied Good**

At Multiplied Good (MG) we believe individuals are transformed through service to others. By applying service as a tool for personal growth, we help people discover their ability to bring about positive change, hone the skills they need to make that change and, by validating their impact, inspire them to do more. We have proven that this continuum of activation, training, and recognition generates ripples of good.

We work with young people across the United States to increase confidence in their ability to make a difference and build on the skills they need to be successful. We work with organizations to recognize employees for their acts of service in the community, resulting in happier and more productive workplaces and stronger communities. We work with media to create more connected audiences and recognize grassroots unsung heroes in their communities. All together, we highlight the power of service to activate empathetic leaders and changemakers and inspire greater impact through recognition.

### **Position Overview**

Multiplied Good welcomes applications from experienced, creative marketing professionals to join the Communications and Marketing team. This key role will streamline marketing campaigns and initiatives and manage its brand across all internal and external touchpoints. This is a highly collaborative role working closely with colleagues across all Multiplied Good's departments and field offices. The ideal candidate will have deep understanding and experience across all communications channels — direct marketing, advertising, social, digital, events, email, etc.—and will bring to the role, extensive experience implementing multi-channel marketing programs with a strategic activation mix based on the specific needs and goals of each initiative.

Formerly known as the Jefferson Awards Foundation; Multiplied Good was founded in 1972 by Jaqueline Kennedy Onassis, Senator Robert Taft Jr., and Sam Beard as a national platform to recognize and multiply public service. Over the last 5 decades, notables like Steve Jobs, Ruth Bader Ginsberg, Bryan Stevenson, Harry Belafonte, and TOMS are among thousands of grassroots heroes recognized for their commitment to the power of service to others.

The organization changed its name in 2019 to Multiplied Good and added the tagline, The Power of Service to Others. The change strategically repositions the brand to galvanize constituents

around the organization's goals to inspire, activate, and recognize individuals who make positive change in their communities.

Following a year of interruption in 2020, Multiplying Good is excited to recenter the organization, its partners, and stakeholders, around the new brand. The manager will strive to set standards that hone brand identity, fidelity, trust, and ultimately value, and set Multiplying Good on a trajectory to build brand loyalty through all its activities. The manager will build and implement integration of the new brand into everything we do, including educating and training staff and constituents about the Multiplying Good brand as a value proposition and an integral component of a successfully branded organization.

### **Roles and Responsibilities:**

- Develop, plan and implement marketing initiatives to increase awareness of MG brand, programs, initiatives, events, and communities.
- Leverage creative thinking and data insights to develop and implement marketing campaigns that are cohesive, generating brand awareness and meeting business objectives
- Partner with internal stakeholders to build upon key messages and marketing materials to effectively communicate MG's values and benefits to meet desired outcomes by audience segment
- Translate brand elements into multi-channel marketing plans and programs that support new and recurring initiatives
- Execute marketing strategies that leverage awareness, activation, engagement, retention, and audience cultivation goals and motivate target audiences to 'take action'
- Contribute to production and post-production phases of campaign brand communications
- Audit current asset / collateral library
- Work closely with colleagues from across the organization to generate, edit, and provide oversight of collateral and content produced to promote Multiplying Good communications strategy nationwide
- Create consistency across internal and external written, verbal, and visual communications, including collateral, presentations, events, messaging, and digital properties
- Collaborate with cross functional teams, as well as external partners, to develop earned media opportunities that keep MG's strategic messages top of mind throughout the year
- Analyze and leverage data insights, track and apply best practices, case studies, and industry trends to continuously improve marketing activities
- Use a data driven approach to measure and report performance of campaigns

- Audit and help maintain catalogue of all brand touchpoints across organization's initiatives, partners and programs and across communications channels—digital, social, print, experiential, earned, etc.—to ensure a consistent brand experience
- Design, roll out, and train on marketing guidelines and frameworks for programs and communities to leverage.
- Other duties as assigned. Multiplying Good is a small, growing, organization. All team members are expected to be flexible and adaptable to take on projects or learning opportunities during the organization's growth.

### **Required Skills and Experience:**

- Demonstrated experience as Marketing or Brand Manager
- 5+ years of experience in Marketing preferred
- Experience developing and executing briefs, marketing plans and presentations
- Experience identifying target audiences, personas, and devising effective campaigns
- Experience working in Nonprofit/Social Impact Marketing
- Highly self-motivated and accountable to work and colleagues, thriving in a collaborative flexible fast-paced and remote working environment.
- Highly organized, with demonstrated strong project management skills
- Graphic Design, Adobe Creative Suite / Photoshop skills highly preferred
- Proficient in Microsoft Office Suite, including Word, PowerPoint, Excel, and Outlook
- Demonstrated blend of highly creative and analytical skills
- Outstanding written and verbal communication skills
- High attention to detail and visual perception skills
- Continuously curious and up to date on latest marketing trends and best practices.
- Relevant Bachelor's degree or equivalent

### **Salary and Benefits**

Salary is competitive and commensurate with experience. MG has excellent benefits and offers a remote and flexible work environment.

### **Work Environment**

Prolonged periods sitting at a desk and working on a computer.

Applicants are actively encouraged to demonstrate their commitment to and understanding of diversity, equity, and inclusion. Multiplying Good is committed to living its mission by building a culture of service. At Multiplying Good, we get to spend our time surrounded by people who see service as part of who they are. Multiplying Good strives to ensure everyone interacts thoughtfully, with respect, and with kindness. From our staff, to our consultants, vendors,



partners, and other stakeholders engaged in the work of Multiplying Good, our culture of service is not only core to what we do, it is core to who we are.

### **How To Apply**

Candidates should send their resume, a thoughtful cover letter, and samples of their work to: [careers@multiplyinggood.org](mailto:careers@multiplyinggood.org)

Applications will be considered on a rolling basis until the position is filled.

Multiplying Good is a 501(c)3 nonprofit with 100% remote workforce and welcomes applications from anywhere within the United States. As the opportunity and business need arises, travel to any part of the country may be expected.

All qualified applicants are encouraged to apply. We are committed to building a diverse team to represent the communities we serve, and to pro-actively create a work environment where all voices are heard and valued.