



## Marketing Manager Position Profile

### OVERVIEW

The Stott Group is a woman-owned and women-led strategy and development practice working with visionary leaders and organizations committed to creating lasting social change. We are creative, nimble, and highly strategic fundraising experts with decades of development and leadership experience in the social and private sectors. We believe in the power of philanthropy to change the world.

Since our start in 2015, the Stott Group has worked with many organizations driving impact nationally and abroad. We've raised hundreds of millions of dollars, identified thousands of highly qualified funder targets, and provided deep expertise and industry know-how to our clients on organizational development, funder strategy, board engagement, and everything in between.

Our values shape everything we do, from how we engage with our client partners to how we support each other as a team. Our work is rooted in the fact that we care deeply about the world and our work – we are committed to working with organizations solving society's most pressing social issues. We hold ourselves to the highest standards in delivering solutions for our clients, and we prioritize a warm, collaborative and inclusive culture for our team.

### THE OPPORTUNITY

As the Stott Group continues to expand, we are seeking a talented Marketing Manager to join our team and drive our marketing and business development efforts to new heights. This position is a unique opportunity for a professional with an entrepreneurial spirit and a strong strategic mindset who understands the value of marketing as a key driver for an organization's growth trajectory.

The Marketing Manager will work closely with Stott's Leadership Team and report to the Managing Director of Operations. A successful candidate for this dynamic role will bring a proactive approach with a "can-do, all-hands-on-deck" attitude to this position.

### RESPONSIBILITIES

#### 1. Marketing and Business Development Strategy and Implementation:

- Work closely with the Leadership Team to develop and implement marketing and business development strategies aligned with the company objectives.
- Project manage the creation of new marketing materials and business development resources, potentially leveraging external vendors when necessary.

#### 2. Proposal Preparation:

- Collaborate with the Managing Director of Operations to prepare high-quality proposals and other business development materials for prospective clients.

- Ensure proposals are tailored to client needs and reflect the company's capabilities effectively.

**3. Resource Development and Maintenance:**

- Develop and maintain business development and marketing templates, procedures and resources to streamline processes and ensure consistency.
- Regularly update resources to reflect industry best practices and incorporate feedback from team members and clients.

**4. Marketing Activities Management:**

- Project manage the company's marketing activities, including content development, social media postings, and thought leadership opportunities.
- Coordinate events and media engagements to enhance brand visibility and establish the company as a leader in the industry.

**5. Pipeline Management and Reporting:**

- Manage the business development pipeline, tracking leads' progress and supporting relationship owners in advancing prospective clients through the new business development process.
- Prepare monthly dashboard reports to provide insights into business development efforts, including lead generation, conversion rates, and pipeline health.

**6. Industry Research and Trend Monitoring:**

- Stay updated with the latest industry developments and trends to inform marketing and business development strategies.
- Provide regular updates to the Leadership Team on emerging opportunities and competitive landscape changes.

**7. CRM System Management:**

- Implement the company's CRM system as the primary tracking mechanism for company relationships, including prospective clients, current and past clients, contacts, and others.
- Ensure data accuracy and integrity within the CRM system, conducting regular audits and updates as needed.

**8. Website Management:**

- Coordinate with the website developer to manage updates and improvements to the company website.
- Ensure the website accurately reflects the company's brand, offerings, and value proposition.

**QUALIFICATIONS + CORE COMPETENCIES**

- Minimum 4 years of marketing and/or business development experience; previous experience working in either a consulting or nonprofit environment is preferred;
- Experience with creating marketing materials, social media strategy implementation, and new business proposal development;
- Demonstrates strong orientation towards client services, with a track record of delivering

exceptional service and support through listening deeply and communicating clearly;

- Ability to see the interconnected nature of project elements and how to strategically navigate up, down, and across teams and projects;
- Resourceful self-starter with high dependability, strong attention to detail, excellent project management and organizational skills, and commitment to excellence;
- Process and goal oriented with the proven ability to drive a project to completion;
- Exceptional interpersonal and communication skills and overall business acumen;
- The ability to excel in a collaborative, dynamic, and fast-paced virtual work environment, seamlessly managing competing demands and deadlines while ensuring quality control;
- Superior problem-solving skills with the ability to proactively identify both roadblocks and potential solutions;
- Comfortable with occasional unexpected challenges or changes to priorities;
- Flawless ethical standards, confidentiality, and personal integrity, demonstrating self-awareness and dependability at all times;
- Proficiency in the Microsoft Office Suite, G-Suite, Dropbox, CRM/databases, and project management software (e.g., Slack, Asana);
- Previous experience serving on a virtual or decentralized team across multiple locations is preferred; and
- A commitment to social causes, progressive values, equity, and inclusion.

## **SALARY AND BENEFITS**

The Marketing Manager role has a salary range of \$85,000 - \$115,000, depending on location and experience. The Stott Group offers a comprehensive benefits package, including 100% employer-covered health plans, 401k employer match, and unlimited PTO.

## **WORKING AT THE STOTT GROUP**

This is a full-time virtual position, with a preference for candidates based in Minneapolis, MN or Washington, DC. There is flexibility in this role, yet the ability to be responsive to email requests across different time zones is required, with core work hours occurring during Eastern Time and Central Time. The Marketing Manager will be expected to meet in-person and/or travel 3-4 times a year for team meetings and retreats.

## **HOW TO APPLY**

Please send your resume to [info@thestottgroup.com](mailto:info@thestottgroup.com), noting "Marketing Manager" in the subject field. Cover letters are also welcomed and encouraged.