



**Job Title:** Director of Digital Marketing  
**Supervisor:** Chief Marketing Officer  
**Type:** Full Time, Non-Exempt  
**Location:** Fairfield, CT  
**Date:** 4/1/2021

### **Overview/Job Description**

Foundation Source is seeking an experienced demand generation and marketing operations professional to lead, scale and optimize our digital marketing efforts in a period of growth and expansion.

### **Responsibilities/Duties**

- Work collaboratively with the CMO and CRO to develop demand gen and digital strategies that support the company's goals for growth and oversee implementation of those strategies in collaboration with the rest of the marketing team
- Work across the marketing department to manage marketing calendar for optimal mix of timing, content and visibility for email marketing, webinars, paid media, and other programmatic activities
- Develop reporting dashboards that provide quantitative view of activities, successes, weaknesses to facilitate open dialogue with senior management and sales teams
- Ensure regular engagement with the Sales team so new leads are being qualified and scored for follow-up in the most effective fashion and there is adequate forward-looking visibility into marketing efforts
- Own primary marketing site and product microsites, including maintenance, updates, analytics, monthly reporting, optimization
- Manage all associated vendor relationships for web properties including managed services, hosting, front-end development
- Work with CMO, marketing manager and external agencies to implement all design updates across web properties
- Own PPC advertising strategy and budget, including paid search and native, and all associated vendor relationships
- Own marketing automation platform, strategy and calendar
- Manage and develop in-house marketing operations/automation specialist
- Develop external talent network for contractual work, as needed
- Own the company's Martech stack and associated vendor relationships, advocating for upgrades and investments where needed
- Drive for continual improvement of processes to deliver better outcomes

### **Experience, Education, & Skills**

- 10+ years of related professional work experience
- Prior management experience
- Experience with Eloqua, Wordpress, WP Engine, Salesforce and SaleVue preferred but not necessary; comparable marketing automation, CMS, CRM experience required
- Demonstrated experience with management reporting and KPIs
- Experience using analytics and statistics to make informed decisions and educate internal constituents
- Attention to detail, analytical thinker, organized
- Ability to own and drive initiatives, press for answers, meet deadlines
- Willingness to experiment and adapt, make decisions with incomplete information, continuous refinement as new information becomes available
- Thinking and operating with a team mindset, understanding how your role ladders up to success at the sales and corporate level
- Bachelor's degree or equivalent experience
- Philanthropic and/or intermediated sales experience a bonus
- HNW and/or advisory experience a bonus

## **How to Apply**

- Please send your resume, including cover letter, to [careers@foundationsource.com](mailto:careers@foundationsource.com).

## **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

### **Note:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.