

<b>Position Title</b>	<b>Marketing Strategist</b>
<b>Reports To</b>	<b>Vice President of Marketing &amp; Communication</b>
<b>Grade</b>	<b>22</b>
<b>Supervisory</b>	<b>No</b>
<b>FLSA</b>	<b>Exempt (A)</b>
<b>Effective/Revised</b>	<b>February 2026</b>

## Position Summary

The Marketing Strategist plays a key role in advancing the mission of The Immokalee Foundation by helping develop and execute strategic marketing, storytelling, and fundraising initiatives that elevate the brand and strengthen donor and community engagement. This role works closely with the VP of Marketing & Communications and Philanthropy team to plan campaigns, manage day-to-day marketing activities, and produce compelling content that communicates student success, program impact, and community transformation. Success in this position includes generating high-quality, timely, and consistent marketing materials; strengthening brand alignment; and supporting cross-departmental needs. The Marketing Strategist also captures and curates storytelling assets including photos, videos, interviews, and testimonials from community partners, businesses, alumni, students, and families to highlight the Foundation's impact.

## Essential Functions

*Daily attendance and punctuality are an important responsibility of all Immokalee Foundation employees and therefore considered an essential function for all positions.*

- **Plan, coordinate, and support strategic marketing and fundraising campaigns**  
Work closely with the VP of Marketing & Communications and the Philanthropy Team to plan, execute, and evaluate integrated campaigns that elevate the brand, strengthen donor engagement, and drive philanthropic support across digital, print, and in-person channels.
- **Develop and execute strategic marketing and fundraising content**  
Produce high-quality, timely, and brand-aligned content including donor appeals, campaign materials, newsletters, impact stories, email marketing, articles, website updates, event collateral, and printed pieces that advance fundraising goals and communicate student success and program impact.
- **Capture, curate, and manage storytelling assets**  
Regularly collect photos, videos, interviews, and testimonials from students, families, alumni, businesses, and community partners. Includes travel to Immokalee to authentically document programs and gather assets that highlight impact, strengthen fundraising messaging and donor engagement.
- **Support Media Outreach**  
Press releases, coordinating with media contacts, assisting with pitches, and tracking media coverage.

## Non-Essential Functions and Duties

- Provide administrative and logistical support including scheduling, reporting, and coordination with vendors or partners.
- Assist with event preparation and on-site marketing support such as photography, signage, and communications.
- Monitor community trends, stories, and opportunities that may support future marketing content.
- Support colleagues across departments with marketing-related needs as appropriate.
- Additional duties as assigned.

## Core Competencies

- **Adaptability** - responding to change effectively, proactively seeking opportunities to be supportive of change and serve our mission.
- **Collaboration** – helping colleagues as needed and viewing responsibilities as shared.
- **Communication** – effectively using oral and written communication to both internal and external parties. Demonstrating empathy and listening.

- Mission Driven – commitment to the mission of the Foundation and alignment with organizational values.
- Ownership – effectively manages own work and work of teams ensuring delivery of high-quality work.
- Decision Making – Effectively structures and facilitates decision-making processes; makes decisions effectively and responsibly to improve organizational health and impact.

## QUALIFICATIONS

### Education

- Bachelor’s degree in marketing, communications, journalism, digital media, or a closely related field required.

### Certification(s)/Licenses

- Active valid driver’s license in good standing.
- Marketing, media, or digital content certifications preferred but not required.

### Experience

- 5+ years of professional experience in marketing, communications, media production, journalism, or a closely related field.
- Experience in photography, videography, graphic design, interviewing, and content production strongly preferred.
- Experience supporting fundraising campaigns, donor communications, or nonprofit marketing is a strong plus.
- Demonstrated experience in producing high-quality content, manage campaigns, and support brand strategy.

### Skills and Abilities

#### Advanced:

- Writing, editing, and storytelling for public-facing communications
- Donor-focused communication development, including appeals, stewardship pieces, campaign messaging, and case-for-support content.
- Brand alignment and message consistency across diverse communication channels
- High attention to detail and quality control

#### Intermediate:

- Website content management experience (WordPress).
- Ability to collaborate effectively with the philanthropy team, remote staff, and programs team
- Asset management, including organizing and maintaining a digital library of photos, videos, testimonials, and interviews

#### Basic:

- Data tracking and reporting for campaign performance, email analytics, and media impressions
- Event-related marketing tasks, including signage, photography support, and on-site communications coordination
- Strong interpersonal skills to conduct interviews with students, families, alumni, and business partners

### Physical Abilities/Working Conditions

- Office environment and social settings.
- Ability to work outside of traditional business hours, to travel locally and occasionally regionally and nationally.
- Frequent and prolonged periods of viewing and operating a computer.
- Regular travel to Immokalee 1–2 days per week.
- Ability to lift up to 20 lbs. for transporting marketing equipment and materials.
- Work in both office settings and outdoor environments in varying weather.
- Extended periods of sitting, standing, or walking during events and content collection.
- Visual ability to operate camera equipment and evaluate digital media.
- Ability to operate a motor vehicle and adhere to traffic laws and regulations.

### Employee Acknowledgement

*I am able to perform the essential functions of this job with or without reasonable accommodation.*

Print Name		Signature		Date	
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