

Marketing Manager

Are you the sort of person who gets up each day hoping for an opportunity to make another person's life better? So are we! In fact, it's our mission to help individuals and families improve their financial lives and we're looking for a new **Marketing Manager** to join our San Francisco team and to achieve our goal of becoming the premier industry leader via an overall rebranding of our organization.

Consumer Credit Counseling Service of San Francisco (CCCS) is a non-profit service and a member of the National Foundation for Credit Counseling (NFCC). We are accredited by the Council on Accreditation of Services for Families and Children, Inc. and are certified by HUD to provide comprehensive housing counseling services. We've been providing money management information and assistance since 1969.

At Consumer Credit Counseling Service of San Francisco, we value our people's talents and abilities and we show it with a work environment that fosters teamwork and an outstanding benefits package. *We couldn't be more proud of the fact that we've been ranked one of the Best Places to Work in the Bay Area by the San Francisco Business Times.*

Essential Duties and Responsibilities:

Our new Marketing Manager is dedicated to the success of the organization's marketing initiatives and campaigns to achieve our goal of becoming the premier industry leader via an overall rebranding of our organization.

Core responsibilities of our new Marketing Manager are as follows:

- Ensures effective, branded marketing communications including the company website, print communication, and advertising.
- Achieves marketing operational objectives by contributing marketing information and recommendations to the CMO's strategic plans and reviews by preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Accomplishes marketing objectives by planning, developing, implementing, and evaluating advertising, and promotion programs; developing action plans.

- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Accomplishes marketing and organization mission by completing related results as needed.
- Effectively manages two direct reports.

Requirements:

- Bachelor's degree required
- 7-10 years of professional marketing experience, 3-5 years of supervisory/staff management experience preferred
- Strong branding experience required
- Online and Offline experience preferred

Compensation:

\$65-75K first year annual base salary plus benefits.

CCCS offers exceptional benefits for our employees including (but not limited to) 100% employer paid health, dental, vision, and life insurance; 403(b) retirement plan including match plus contribution of 5% gross earnings after one, 3 weeks paid time off plus 11 holidays.

About Us:

Consumer Credit Counseling Service of San Francisco is a non-profit organization committed to helping individuals and families nationwide overcome their financial challenges and meet their goals. Through local and national education and counseling programs we provide help and hope to families overwhelmed by debt, facing foreclosure, struggling to master their money, caught in a cycle of over-priced fringe financial services, or trying to purchase their first home. Additional information about us can be found at www.cccssf.org.

How to Apply:

Please apply by emailing your resume and cover letter to hrdept@cccssf.org with "**Marketing Manager**" in the subject line. You may also mail your information attention HR, to 595 Market Street, San Francisco, CA 94105 or, fax your resume to HR at (415) 777-4035.

No phone calls, please.

Consumer Credit Counseling of San Francisco is an Equal Opportunity Employer.