CHIEF MARKETING OFFICER

Reporting to: Executive Director of the Monroe Institute

Location: Faber, Virginia or Remote (willing to travel to Virginia)

About the Monroe Institute:

The Monroe Institute (MI) is a non-profit organization founded in the 1970’s with the goal of facilitating the global awakening of human consciousness. To achieve this goal, we offer self-taught online courses, fully guided week-long online courses and week-long residential courses in two facilities on our campus in Faber, Virginia, USA. In addition, we offer over 100 off-campus programs throughout the U.S., Europe, Latin America and Asia. Our programs feature a unique audio technology called Monroe Sound Science that helps people reach profound states of expanded awareness normally attained after years of dedicated meditation practice. MI also conducts research to prove the technology works and understand how it works. We are also in a significant growth phase as we launch the MI mobile application, Expand, in July 2021.

Job Summary:

The CMO is a key role within Monroe, overseeing the marketing, brand, and communication strategy for a growing and evolving organization, reporting directly to the Executive Director. This role is responsible for driving growth across direct and indirect channels as well as driving all digital and performance marketing initiatives. The CMO will provide digital thought leadership and emulate a culture of innovation across the organization as we look to grow our brand awareness with both a domestic and international footprint that promotes our residential, virtual, and app offerings.

This role will manage 2-3 direct reports and agency partners, while collaborating closely with the Executive Director, Chief Programming Officer, and the CTO on growth initiatives. Additionally, this role will work closely with the Chief Development Officer on Monroe’s fundraising initiatives.

The right candidate for this role will be a strategic thinker, data-driven, creative, and resourceful. The Chief Marketing Officer will plan and implement all marketing and go-to-market programs, both short and long-range, targeted toward existing and new markets, customers, and partners.
Responsibilities:

- Oversee digital marketing strategy including SEM, paid social, programmatic, emerging platforms, as well as branded and unpaid media.
- Work directly with the executive team to develop inspirational social media strategies to help elevate our brand and increase awareness through our content and events.
- Develop and manage marketing program budgets; measure and optimize marketing programs to ensure activities are effective, efficient, and deliver high return on investment.
- Lead PR & Communication efforts including our customer email strategy.
- Lead all reporting on marketing initiatives, delivering campaign effectiveness metrics to push business growth and brand recognition.
- Partner across the organization on key cross-functional initiatives that will drive the growth including new program launches, events, and partnerships.
- Oversee the advertising creative strategy and development across all platforms to build awareness about our programs and how they can empower a member’s journey of self-discovery.

Qualifications:

- 10+ years experience in progressive marketing roles and at the senior management level.
- Bachelor’s degree in business, management, communications, or marketing required; MBA preferred.
- The ability to articulate a vision and strategy in a way that inspires and motivates a team and focuses their energy on achieving business goals.
- Experience growing a brand’s global footprint and marketing internationally is a plus.
- Strong analytical, planning and budgeting skills.
- Strong interpersonal skills and leadership abilities; ability to influence, encourage, inspire, and build consensus with colleagues and among your marketing team members.
- Proven ability to effectively present ideas and marketing strategies to all levels of senior management and external audiences.
- Track record of building and managing high-performing, collaborative teams; experience managing successfully in a virtual work environment.
- Excellent verbal and written communication skills.
- Demonstrated leadership/supervisory and project management skills.
- Ability to travel frequently to the campus in Faber, VA.
- Familiarity with Non-Profit business models is a plus.
- Strong interest in human consciousness development.
**Salary:** To be negotiated.

If you are interested in a position as listed below then send an email to careers@monroeinstitute.org along with a PDF of your resume. We will contact you if we are interested in setting up an interview with you.

Thank you for your interest!