



**MADISON
PUBLIC SCHOOLS
FOUNDATION**

MARKETING DIRECTOR

Career Opportunity





OPPORTUNITY

We believe every student deserves it. No matter their background. No matter how they learn best or what language they speak. No matter what—they are worthy of an equal chance to thrive.


The Madison Public Schools Foundation is the protector of that opportunity. Will you join us?


Yes, challenges exist. In fact, that's why WE exist – to find new ways, new programs and new funding that help our schools and students shine. Where some see obstacles, we see opportunity to act and advocate. Naïve? Far from it. Optimistic? Hopeful? Driven? Always.

We break down barriers standing between students and success. By finding innovative ways to meet our schools' increasingly complex needs, we give them tools they otherwise may not have. We aim to make education excellent for all, because creating equity in education is the key to opportunity.


If...

You find these words resonate with you... 

You thrive in an entrepreneurial environment where no job is too big or too small... 

You are a realist who is undaunted by the strong headwinds affecting public 4K-12 education in Wisconsin... 

You love developing high impact relationships and delivering results... 

And you want to be part of building a community where everyone steps up for Madison's public schools... 

...then we'd love to hear from you!



About Us

Incorporated in 2001, the Madison Public Schools Foundation is a 501(c)(3) nonprofit agency that focuses exclusively on delivering support to the Madison Metropolitan School District's 52 schools and 3 major programs, more than 6,000 staff, and 25,000+ students.

Thanks to the continued generosity and support of donors, sponsors, and partners, we have provided more than \$40 million in critical resources to the Madison Metropolitan School District.

SchoolsMakeMadison.org

Scan to read our 2024
Community Report





MARKETING DIRECTOR

ABOUT THE POSITION

The Madison Public Schools Foundation has a strong history of success and community impact. As we continue to grow, we are seeking a passionate and dynamic Marketing Director to help elevate our presence, strengthen relationships, and drive new opportunities for engagement. This is a pivotal role where you will lead strategic marketing efforts to increase visibility, inspire support, and advance our mission of enriching public education.

The Marketing Director will be responsible for developing and executing an annual marketing plan that aligns with the Foundation's key goals. You will work closely with the Foundation team to enhance our brand, drive revenue growth, and engage key stakeholders across five areas of strategic focus: Culture, Community Partnerships, Advocacy, Resource Development, and Marketing.

In this role, you will oversee the marketing program and lead the creation of innovative campaigns that drive results and increase revenue. Your efforts will directly contribute to the Foundation's growth by attracting and retaining donors, volunteers, and partners, and ensuring our message resonates both locally and beyond.

Strategic Responsibilities:

- Develop and manage the annual marketing plan, budget, and cooperative ways of working, with the goal of increasing Foundation operating revenue.
- Successfully anticipate challenges, changes, and targeted marketing approaches within the Foundation to drive brand strategy, ensuring consistency in messaging and visual identity across all platforms and materials.
- Serve as primary event planner, leading with the use of a project management template to ensure consistent execution and successful integration across staff functional areas.
- Lead, supervise, and support marketing team member, fostering a creative, high-performance marketing approach.
- Oversee all marketing vendor partnerships and ensure all current and future marketing collateral (print/digital/social media) is accurate and impactful.
- Build and maintain positive relationships and open communications with the Madison Metropolitan School District staff and stakeholders.
- Identify key performance metrics to measure the success of marketing campaigns and initiatives, and analyze results on a regular basis.

Additional Key Responsibilities:

- Manage the Foundation's Marketing Committee, and attend meetings of the Community Partnership, Resource Development, and Advocacy Committees.
- Attend Board meetings and deliver reports for board members and for relevant committees when requested.
- Represent the Foundation at community events, cultivating relationships that maximize the Foundation's visibility and impact.
- Function as the primary contact, unless otherwise assigned, with MMSD central office and high school staff, for alumni activities related to graduation and reunion season.
- Manage media relations, providing support to the President, the Foundation's primary spokesperson.
- Perform other duties as needed to support the success of the Madison Public Schools Foundation.





MARKETING DIRECTOR

Required Qualifications:

- Passion for public education and commitment to the successful futures of students in Madison's public schools
- A self-starter with exceptional interpersonal skills and problem-solving skills
- Ability to work effectively with a diverse population in a highly collaborative environment
- Experienced making authentic connections, discerning if there is interest in partnering with the Foundation
- Propensity for action, passionate about civic engagement; shed non-profit nice
- Excellent listener, experienced storyteller, able to connect the dots between interests and need
- Bold AND respectful; strategic AND fearless
- Demonstrated cultural competency or commitment to developing related skills
- Prior experience in executive leadership, project management, marketing, supervision, and strategic planning
- 10+ years of experience, ideally in a non-profit setting or education-related industry
- BA/BS degree in Marketing or related field is strongly preferred

Experience & Skills:

- Prior non-profit experience with program development and management
- Deep love for leading successful project management and strong organizational skills with attention to detail
- Successful experience with design and development of marketing materials while adhering to designated timelines
- Experienced partner working with all staff functions to achieve team goals
- Knowledge and understanding of development and/or fundraising practices
- Performance tracking and reporting experience
- Possess excellent customer service skills and be self-motivated
- Innovative and creative, with the ability to apply entrepreneurial approaches to solving challenges within potential resource limitations
- Must have strong computer skills (MS Office suite, CRM, Canva)

The Marketing Director reports to the President, who will determine priorities and assignments. This is a full-time, salaried, exempt position. This job description outlines the general nature and level of work performed by employees within this classification. It is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications required for this job.

Salary range is \$80,000 - \$90,000 based on experience. We offer a comprehensive benefits package, including a monthly cell phone stipend.

To Apply:

Interested candidates are required to submit a resume and statement of interest by June 1, 2025. Please send materials to careers@SchoolsMakeMadison.org.

The Madison Public Schools Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

