

## Marketing Director

### Job Announcement

We are looking for a strategic marketer who loves to execute, embraces technology and modern marketing tools as genuine force multipliers, and is energized by advancing health equity across Santa Clara County through smart, mission-aligned work. If that sounds like you, we would love to hear from you.

### About the Organization

Valley Health Foundation (VHF) is the trusted philanthropic partner of the County of Santa Clara's health system. VHF mobilizes philanthropy and partnerships to strengthen and advocate for public healthcare that serves all Santa Clara County residents, regardless of insurance, income, or immigration status. VHF supports patients, families, and healthcare professionals at public healthcare facilities, including Santa Clara Valley Medical Center (SCVMC), O'Connor Hospital (OCH), St. Louise Regional Hospital (SLRH), Regional Medical Center (RMC), 15 primary and specialty care health centers, Santa Clara County Public Health, Custody Health, and Behavioral Health Services.

### Who We're Looking For

We believe that marketing is more than messaging. It is a mission in motion. We are looking for a Marketing Director who sees possibilities where others see ambiguity, who thrives in fast-moving environments, and who brings a "can-do" spirit to every challenge. You will be the kind of person who:

- Sees opportunity in complexity and feels energized by solving problems with creativity and clarity
- Feels deeply aligned with our mission to improve health equity and access across Santa Clara County, and brings passion to every campaign, every message, and every moment
- Is self-directed and proactive, someone who takes initiative and drives projects forward without waiting for instructions
- Communicates with purpose, crafts compelling stories, and knows how to connect with diverse audiences and your team
- Works collaboratively while confidently making decisions and owning outcomes
- Brings a deep understanding of Santa Clara County's cultural and political dynamics and can craft communications that resonate authentically across the region's diverse communities

If you lead with optimism, execute with precision, and believe that marketing can change lives, this is your place.

## Position Summary

The Marketing Director leads Valley Health Foundation's marketing and communications strategy and team, translating our mission to advance health equity across Santa Clara County into campaigns, donor communications, and brand presence that drive philanthropic support.

You will lead a team of three from day one: a Communications Coordinator, a Digital Marketing Manager, and a Marketing Producer. You will also manage an annual marketing budget of approximately \$500,000 across roughly six major campaigns per year. This is a true director-level role: you set strategy and direction, your team executes across its specialties, and you step in hands-on where your expertise adds the most value.

- Supervisor: Chief Operating Officer
- Team: 3 direct reports (Digital Marketing Manager, Marketing Producer, Communications Coordinator)
- Status: Regular full-time, exempt (salary) position
- Schedule: 40 hours per week, with some weekend or evening work required
- Office Location: 2400 Clove Drive, San Jose, CA 95128
- Field Location: San Jose and Santa Clara County, California

## Responsibilities

### Strategy and team leadership

- Develop and implement VHF's overall marketing and branding strategy in support of organizational and fundraising goals.
- Create and oversee an annual, integrated communications plan across all channels.
- Lead, coach, and set priorities for a team of three, delegating channel ownership, digital marketing and email, donor communications, and creative production, based on each person's specialty.
- Manage a \$500,000 annual marketing budget across roughly six major campaigns per year.
- Partner with the COO and program leadership to align campaigns with fundraising priorities and organizational goals.
- Track and analyze marketing performance across the team's channels and translate data into recommendations that shape strategy.
- Manage external marketing vendors, contractors, and consultants.
- Ensure brand consistency across all marketing materials and communications.

**Where you'll work hands-on**

- Shape and edit key donor stewardship communications, campaign messaging, and brand voice, partnering with the Communications Coordinator.
- Guide digital marketing and email strategy (segmentation, automation, performance), partnering with the Digital Marketing Manager, who owns day-to-day execution.
- Direct the creative and production plan for collateral, brochures, and campaign assets, partnering with the Marketing Producer, who owns production.
- Step in personally on high-priority campaigns or tight timelines.

**Qualifications, Knowledge, and Abilities**

- 7+ years of experience in marketing, communications, or brand leadership, including meaningful, hands-on experience with donor communications, fundraising campaigns, or nonprofit or membership marketing. Candidates without direct nonprofit or healthcare experience should be able to point to comparable relationship-driven or mission-based marketing work.
- At least 2+ years of experience directly managing, coaching, and delegating to a team of marketing professionals.
- Experience managing a marketing budget of approximately \$500,000 annually and leading roughly six major campaigns per year.
- Strong project management skills, with the ability to manage multiple priorities, deadlines, and people at once.
- Expertise in branding, digital marketing, and campaign strategy, with enough familiarity with email automation tools, social media management software, Salesforce (or a comparable CRM), and design tools such as Canva and Adobe Suite to guide the team and step in hands-on when needed.
- Excellent copywriting, editing, and storytelling skills.
- Working knowledge of data analytics and experience using insights to guide marketing decisions.
- Multi-tasker with exceptional attention to detail and organization.
- Commitment to maintaining confidentiality and adhering to ethical standards around confidential information.
- Strong commitment to Valley Health Foundation's mission, goals, and values.
- Ability to move around Health System campuses and Valley Health Foundation offices, as needed.
- Occasional travel within Santa Clara County to Health System campuses and offices for meetings, events, and site visits, estimated at 2 to 3 times per month. Reliable transportation is required; mileage is reimbursed at the federally approved rate.

## Compensation and Benefits

- Annualized salary of \$120,000–\$160,000 (depending on experience), based on a 40-hour/week full-time equivalent.
- Comprehensive health, dental, and vision benefits.
- Simple IRA retirement plan with a 3% employer match.
- Generous Paid Time Off (17–20 days annually, accrued per pay period).
- Paid Sick Leave (7–10 days annually, accrued per pay period).
- Federal and County holidays (12 days annually).
- Paid Time Off and County holiday pay will be prorated according to the number of hours in a regularly scheduled shift.
- Credit Union membership.
- Training and professional development opportunities.