

Marketing Director

Job Announcement

About the Organization

Valley Health Foundation (VHF) is a nonprofit leader in community health and healthcare, fundraising to support, innovate, and advocate for better health for all in Santa Clara County. VHF helps patients, families, and dedicated healthcare professionals who serve in public healthcare facilities in Santa Clara County. VHF is the foundation for Santa Clara County Medical Center, O'Connor Hospital, Regional Medical Center, St. Louise Regional Hospital, 15 primary and specialty care health centers, Santa Clara County Public Health, Behavioral Health Services, and Custody Health. VHF also supports many community-based programs and services that share our mission to ensure better health for all. For more information, please visit our Valley Health Foundation website.

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 is responsible for developing and executing a comprehensive marketing and communications strategy that advances Valley Health Foundation's mission and fundraising goals. This role requires a balance of strategic thinking and hands-on execution, overseeing and implementing a wide range of marketing activities, including campaign development, donor communications, digital marketing, website content creation,

branding, and collateral development. The Marketing Director will work closely with leadership, department teams, and external partners to ensure cohesive messaging and impactful marketing strategies.

Supervisor: Chief Operating Officer
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

- Develop and implement comprehensive marketing and branding strategies to support organizational goals.
- Create and oversee an annual communications plan to ensure a cohesive approach across all marketing efforts.
- Plan and execute advertising and promotional campaigns to enhance donor engagement and community outreach.
- Partner with multiple teams to create compelling materials, including brochures, banners, donor stewardship communications, and digital assets.
- Support fundraising and branding campaigns by crafting persuasive messaging and targeted outreach materials.
- Manage the foundation's website and SharePoint content, ensuring timely updates and a strong digital presence.
- Oversee social media strategy to ensure consistent engagement and alignment with marketing objectives.
- Lead email marketing efforts, including campaign strategy, segmentation, automation, and performance tracking.
- Ensure brand consistency across all marketing materials and communications.
- Supervise external marketing vendors, contractors, and consultants.
- Track and analyze marketing performance to provide insights and recommendations for improvement.
- Supervise and mentor the marketing team, delegating responsibilities as the team expands.

Qualifications, Knowledge, and Abilities

- 7+ years in marketing, communications, or brand leadership. Nonprofit or healthcare experience preferred but not required for exceptional candidates.
- Experience in marketing strategy development and execution.
- Strong project management skills, with the ability to manage multiple priorities and deadlines.
- Expertise in branding, digital marketing, and campaign strategies.

- Proficiency in marketing software, including email automation tools, social media management software, Salesforce, and design tools (e.g., Canva, Adobe Suite).
- Excellent copywriting, editing, and storytelling skills.
- Knowledge of data analytics and experience using insights to guide marketing decisions.
- Ability to work both independently and collaboratively in a team-oriented environment.
- Multi-tasker with exceptional attention to detail and organization.
- Commitment to maintaining confidentiality and adhering to ethical standards in 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 is required, as needed.
- Valid driver's license and a personal vehicle for travel throughout Santa Clara County are required. Mileage is reimbursed at the federally approved rate.

Compensation and Benefits

- Annualized salary of \$120,000-\$130,000 (depending on experience), based on a 40-hour/week full-time equivalent.
- Comprehensive health, dental, and vision benefits.
- Simple IRA 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.

Application Instructions

- Interested applicants should submit a resume and cover letter to jobs@vhfca.org.
- Please include "Marketing Director" in the subject line of the email.
- Employment is contingent upon successful reference and background checks.
- The position will remain posted until filled.