

## Director of Marketing at the SAFE Bar Network

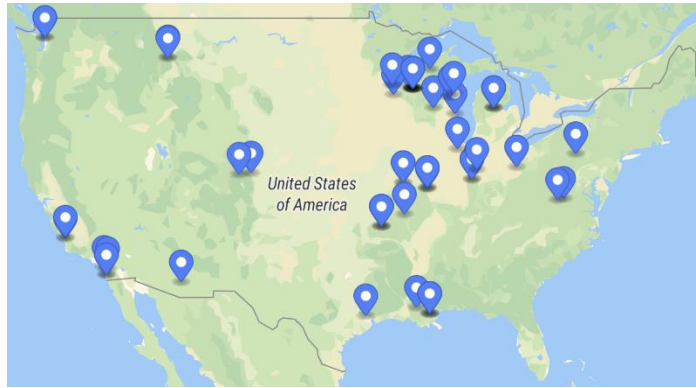
### POSITION OVERVIEW

Reporting to the Executive Director, the Director of Marketing will maintain and cultivate relationships with current and future SAFE Bar Network members and sponsors. This crucial position enhances, implements, and monitors a retention plan for all members to ensure consistent engagement and membership and sponsorship renewal/upgrade. They will identify and cultivate relationships with new members and sponsors and will assist the Executive Director with member services, marketing, and other programming as needed.

### ABOUT THE SAFE BAR NETWORK

Our mission at the SAFE Bar Network is to prevent sexual violence and other forms of harm. Leading with our core values of Trust; Respect; Accountability; Connection; and, Support, The SAFE BAR Network is a non-profit dedicated to providing straight forward, engaging, and effective training to hospitality teams who serve alcohol. Our training model empowers entire teams to build a workplace culture where employees work together to notice concerning behavior, interrupt to help, and provide support to give everyone a safe night out.





The current membership is regionally dense within the Midwest. We are working to expand the membership to be equally robust nationwide and across diversified hospitality platforms.

### POSITION RESPONSIBILITIES

- Lead membership engagement through ongoing contact and relationship building with Network members
- Develop, implement and track a member retention plan in accordance with mutually established goals with the Executive Director and Board of Directors
- Prepare all correspondence for member communication via social media, website, email, text, printed materials, and on-site meetings.
- Proactively identify improvement opportunities and solutions, including the identification of new opportunities for member engagement
- Identify and build relationships with potential members, individual and corporate sponsors.
- Assist with the maintenance of the membership and donor database
- Assist Executive Director as needed with membership engagement opportunities
- Assist with the management of events/promotional series
- Coordinate all logistics for delivering member benefits
- Attend and assist with any SAFE Bar Network functions
- Serve as the primary point of contact in member service

### SKILLS AND COMPETENCIES

Self-starter  
Communication

Innovation  
Integrity

Strategy  
Vision

## QUALIFICATION REQUIREMENTS

- Must have experience managing marketing, fundraising, customer service, or sales programs
- Demonstrated success growing member engagement, fundraising, or sales.
- Experience working in or alongside the hospitality or alcohol beverage industry
- Experience working with people with varied identities, personalities, life experiences, and needs and embracing their unique strengths and contributions
- Some travel and evening/weekend hours required

### Desired

- Knowledge of the hospitality industry, with knowledge of College Bars, Nightclubs, Bars, and restaurants and a passion for partnering with alcohol-serving venues wanting to provide a safe night out and a great customer experience.

## COMPENSATION

Salary Range: \$50,000-\$60,000 with up to a \$15,000 bonus annually if revenue goals are achieved.

Additional Benefits: Health insurance, retirement contribution match after one-year, remote position, flexible hours.