THE RUNDOWN
Seeking a Chief of Marketing to develop comprehensive strategies that amplify GirlTrek’s core campaigns and messaging, to increase brand loyalty; deepen our influence among Black women; and expands our reach and attract new members.

THE SCOPE OF WORK
- Enhance GirlTrek’s market position, reputation and visibility as the largest health movement for Black women in the country
- Design and develop innovative promotional launches for GirlTrek’s annual campaigns and events, including development of assets and collateral.
- Grow GirlTrek’s digital presence and membership base through the design and development of new campaigns and key initiatives
- Lead the digital optimization and paid ad strategy for the organization
- Develop brand guidelines and visual identity - ensure brand is used consistently and effectively both internally and externally

THE MUST HAVES
- 15+ years of experience in graphic Knowledgela of layouts, graphic fundamentals, typography, print, and the web + Bachelor’s degree
- Experience in entertainment, fashion or culture brands with qualifications in marketing strategy a plus
- Results oriented with the ability to achieve results in a constantly evolving nonprofit environment
- Excellent communicator with phenomenal written and verbal communication skills
- Passionate About Working with Black Women and wants to change the status quo to support and train these women to improve their health and mobilize in their communities

THE MOVEMENT
GirlTrek is a one-of-a-kind movement, designing and implementing the most effective on-the-ground public health solutions for Black women, starting with the daily habit of walking. GirlTrek builds the infrastructure for sustained community organizing, volunteer engagement and leadership development that empowers Black women and leads to our mission of increasing the life expectancy for Black women.

THE RECEIPTS
- GirlTrek’s team ranks among the top 1% of social innovators in the world according to Echoing Green
- Named “Health Heroes” by Essence Magazine
- Over 1.1 million Black women joined the GirlTrek movement with 30 minutes of daily walking to take control of their health and wellness
- Features: The Obama Summit, The United State of Women, SxSW and Aspen Ideas Week
- The GirlTrek solution shared with:

"I think GirlTrek’s founders are doing some of the most transformational work on the planet. It’s big. I mean really big! And it’s wise, because it’s based on the wisdom of nature—that cataclysmic shifts start with a tiny seed."

- O P R A H W I N F R E Y