



## Manager of Marketing and Communication

Lions Clubs International  
Foundation

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**BOSTON | NEW YORK**

***Lions Clubs International Foundation seeks a Manager of Marketing and Communications to oversee a cross-functional team of marketers, designers, data analysts, and communication professionals to ensure that the Foundation’s message and campaigns are properly executed.***

## About Lions Clubs International

Founded in 1917, Lions Clubs International is the world’s largest service organization dedicated to improving lives and communities in countries and geographic areas around the globe. Lions’ mission is “to empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.”

For more than 100 years, Lions has delivered on this mission through the service of 1.4 million Lions members around the world, working with 47,000 clubs in more than 200 countries and regions. Through the Lions clubs, individuals give their valuable time and effort to improving their communities, and the world. Although Lions has accomplished so much during its history of service, it is committed to expanding its impact over the next 100 years and more.



## About Lions Clubs International Foundation

Lions Clubs International Foundation (LCIF) was established in 1968 with the mission “to support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.” Today the Foundation has awarded more than \$1 billion in grants. Although LCIF’s first 50 years has provided an enormous amount of support for Lion service worldwide, it is now looking forward to funding the organization’s life-changing service on an even broader scale.

LCIF support focuses on four core areas:

- **Vision** – Preventing avoidable blindness through their SightFirst program, which has provided 9+ million cataract surgeries, 270+ million river blindness treatments, and training for 3+ million health workers.
- **Youth** – Creating social and emotional learning programs delivered by specially trained educators through the Lions Quest program, benefitting 16+ million youth worldwide.
- **Disaster Relief** – Providing US \$118+ million, to date, for immediate as well as long-term needs of natural-disaster-afflicted communities.
- **Humanitarian Programs** – Helping millions access education, technology, health care, safe play places, and other life-changing improvements.

As Lions seeks to increase impact in its core service areas and expand its global causes to **diabetes, hunger, childhood cancer** and the **environment**, LCIF will be there to empower their service. At this time, LCIF is entering the most ambitious fundraising effort in its history; Campaign 100 will span three years and seek to raise **US \$300 million**. The success of the campaign will enable Lions to serve more than 200 million people each year.

## Core Values for the Association and Foundation:

- **Commitment to Service** – Responsive to the needs of Lions. They seek to understand their priorities, values, and needs, and to empower their service. Committed to the shared goal of community and humanitarian service.
- **Dedication to Excellence** – Passionate about the causes Lions serve and the quality of our work. They go beyond what is expected, striving for excellence and continuous improvement in all they do.
- **Appreciation for Diversity** – Create and foster a spirit of understanding among the people of the world, knowing that diversity is their strength. They appreciate individual and cultural differences and embrace the experiences and talents of others “because together we are more”
- **Dynamic Collaboration** – Work as a team to improve the quality and relevance of programs and initiatives. LCIF welcomes and encourages the participation of Lions, partners, and colleagues, solving problems and meeting challenges together.
- **Personal and Professional Integrity** – Promote and live by the principles of good citizenship. They are dependable, honest, and trustworthy professionals who are accountable for their actions and their results.
- **Spirit of Innovation** – Evolve to meet the changing needs of those they serve, embracing an environment of growth and creativity. They rigorously test and optimize new ideas and encourage the adoption of best practices globally.

## About the Position



Based in LCIF’s main office in Oak Brook, IL a Chicago suburb, and reporting to LCIF’s Chief of Philanthropy, the Manager of Marketing and Communications will plan, develop, design, and implement the strategic and tactical marketing and communications activities of the Foundation. The Manager of Marketing and Communications will lead a staff of five in the United States and coordinate with individual staff members in India and Japan.

Campaign 100 will be a major focus of LCIF, and the Marketing and Communications team will provide support through the development of communications and marketing strategy, digital and print materials, and high-level presentations. This will be in support of the LCIF leadership, Chief of Philanthropy, and 20 fundraisers based in Illinois and India working with a multitude of volunteer Lions.

## Key Responsibilities

- Assists in the development and implementation of the Foundation’s global marketing and communications strategy.
- Responsible for creating, implementing, and measuring the success of comprehensive marketing and communication programs promoting the Foundation to members, partners, and the general public.
- Collaborate with LCIF development and programs managers to create marketing and communication programs which support both fundraising and cause-related objectives.
- Work with the Lions Clubs International marketing department to coordinate marketing programs and resources.

- Manage the editorial calendar for Foundation-based promotions, email communications, promotional/marketing materials, program launches, and more.
- Manage all aspects of the marketing and communication function including but not limited to print, web, mobile, and social media.
- Manage content creation and distribution including copywriting, design, translation and customization of videos, web pages and microsites, magazine articles, blog posts, brochures, power point presentations, social media posts, and more.
- Responsible for the representation of the LCIF brand in partnership with and at the direction of the LCIF Chief of Philanthropy.
- Under the direction of the Chief of Philanthropy, serve as the liaison to the marketing committee of the LCIF Board of Trustees, primary marketing point of contact for the Campaign International Committee, and other management staff.
- Support Lion leaders at both the international and club level with speeches, talking points, and presentations.
- Manage the hiring of outside vendors for select project work in the areas of graphics, writing assignments, etc.
- Work closely with Fundraising team to ensure all messaging, marketing, and collateral is appropriate for current and potential donor audiences.
- Manage department operations by developing schedules, assigning and monitoring work, gathering resources, implementing productivity standards, and resolving operational problems.
- Maintain professional knowledge in the area of Foundation and nonprofit marketing and communications and knowledge of international relations by attending workshops, reviewing professional publications, and participating in professional organizations as appropriate to field.
- With guidance from Chief of Philanthropy, develop annual department budget and manage expenses within established guidelines.
- Manage employees including recruitment, work assignments, development, and performance management.

## Key Qualifications

- Minimum of 7 years of related marketing and communication experience
- Minimum of 5 years management experience
- International travel required: approximately 15% travel time or 10 - 20 days per year
- Experience directly supervising medium- to large-size teams
- Excellent budget management skills
- Employee development
- Positive attitude with a “whatever-it-takes” motivation and excellent customer service skills
- Project management and coordination experience with the ability to multitask and delegate
- Intuitive with initiative
- Detail-oriented and strategic with effective written and verbal communication skills
- Advanced marketing, communication, organization and presentation skills
- Experience managing international relationships
- Excellent self-awareness, interpersonal skills and cultural Intelligence
- Great problem solver and decision maker
- Effective technology application (MS Office including intermediate Word, Excel and PowerPoint)

**All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, veteran status, or any other characteristic protected by law.**

Please email your cover letter and resume in confidence to:

[LCIFmarketing@developmentguild.com](mailto:LCIFmarketing@developmentguild.com)

**Please do not contact LCIF directly**

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For more information about Lions Clubs International Foundation, please visit

<https://www.lionsclubs.org/en>

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### **About Development Guild DDI**

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

