

Impact Marketing & Content Specialist

Position Summary

The McCourt Foundation (TMF) is seeking an Impact Marketing Specialist to support the growth of TMF's fundraising teams (Team TMF) through storytelling, fundraising content, and mission-driven marketing.

Working closely with the Impact and Marketing teams, this position will ensure TMF's mission and impact are at the center of our marketing efforts. This role will help develop strategy, create fundraising-focused messaging, and serve as a connector between engagement, impact, fundraising, and our events.

This position will play a critical role in communicating the "why" behind our work, connecting audiences to the impact of their participation, fundraising, and support. The ideal candidate understands nonprofit marketing, fundraising strategy and knows how to translate mission into compelling content that drives action.

Primary Responsibilities

- Ensure strategic alignment, timely delivery, and consistency across social channels and direct marketing.
- Develop strategies to enhance engagement and fundraising throughout TMF events.
- Oversee social media campaigns highlighting participant stories, fundraising milestones, accomplishments, and mission impact across all events.
- Develop copy for fundraising advertisements, social media campaigns, email communications, landing pages, and promotional materials.
- Create and manage a monthly Team TMF alumni newsletter and support ongoing communications for current participants.
- Help develop a strategic approach for capturing and delivering fundraising / impact content, including on race weekends.

Qualifications

- **4+ years of marketing experience**, including at least 2 years in nonprofit, mission-driven, fundraising, or impact marketing.
- **Strong writing and editing skills**, with the ability to turn raw information, interviews, and participant stories into clear, compelling, on-brand content.
- **Experience developing and executing multi-channel campaigns**, including social media, email, web, and digital content.
- **Experience publishing and managing digital content**, including blogs/web content and basic SEO practices.

- **Strong creative and visual skills**, including proficiency in Canva and experience adapting branded content across digital formats; familiarity with Adobe Creative tools is a plus.
- **Strong storytelling skills**, with the ability to handle sensitive participant stories with authenticity, care, and respect.
- **Strategic and collaborative thinker** who understands the connection between marketing, fundraising, mission, and organizational goals.
- **Highly organized and detail-oriented**, with the ability to manage multiple projects and deadlines while maintaining quality and brand consistency.
- Interest or experience in endurance events, sports, peer-to-peer fundraising, or live event content is a plus.

Above all, this person will help ensure that TMF's marketing is not just promoting events and fundraising opportunities - it is inspiring people to join a mission, create impact, and become lifelong supporters of The McCourt Foundation.

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- **Location:** Los Angeles, CA
 - **Work arrangement:** Hybrid
 - **Hours:** Approximately 15–20 hours/week
 - **Compensation:** \$45/hour
 - **In-office expectations:** Primarily remote, with occasional in-office attendance
 - **Event expectations:** In-person attendance required for designated event weekends

Interested applicants, please **email resume and cover letter** to solutions@mccourtfoundation.org
