

Manager, Marketing and Media Advertising

1. Roles and Responsibilities

General Roles and Responsibilities:

- Report directly to Chief of Staff.
- Represent Luke's Wings both in practice and in principle.
- Lead with guidance, advice and acceptance.
- Spread the word about our mission to businesses of all sizes with positivity and optimism.
- Support the Luke's Wings team.

Specific Roles and Responsibilities:

National T.V. News Segments:

1. Maximize the number of annual appearances for CEO and Chief of Staff on local and national media (news segments), all year. Example: NSSCA in November and December or in response to the current events of the day. Example: FOTAP
 - a. Build and manage current Luke's Wings media relationships and new media relationships both locally and nationally within a shared Luke's Wings database (i.e. local affiliate database).
 - b. Handle outreach, pitch and secure tv news hits.
 - c. Work with the Programs Team to obtain families, interviews, stories and testimonials.
 - d. Work with related parties, if any and as necessary, to ensure website traffic is stable during peak traffic events (so website doesn't crash).
 - e. Track all donations from the commercials, both mailed checks and online donations (to the extent possible). Help develop a tracking process/system in 2022.
 - f. Help track any corporate sponsorship leads generated from this media and help transfer those corporate sponsors to Chief of Staff for processing
 - g. Ensure that our "round robin" phone number is set up and staff are identified to handle calls immediately following each t.v. hit.

Local T.V. News Segments (Grass Roots):

2. Create a process for "pitching" stories to all local media affiliates when appropriate and as often as possible, Luke's Wings flies a family and when Luke's Wings attends local and national fundraising event.
 - a. Create a database of all local and national media contacts including but not limited to, producers at local television affiliates, starting with the existing airport

codes (approx. sixty (60)) markets in which Luke's Wings flies families, and starting with Fox News, then OAN, then Newsmax and then the others.

- i. Develop working relationships with all of them.
- b. Coordinate the local media with the airport experience, the families, the local PD, and anyone else associated with the "feel good moment"
- c. Work with the Programs Team to obtain families and testimonials
- d. Work with related parties, if any and as necessary, to ensure website traffic is stable during peak traffic events (so website doesn't crash).
- e. Track all donations from the commercials, both mailed checks and online donations (to the extent possible). Help develop a tracking process/system in 2022.
- f. Help track any corporate sponsorship leads generated from this media and help transfer those corporate sponsors leads to Chief of Staff for processing.
- g. Ensure that our "round robin" phone number is set up and staff are identified to handle calls immediately following each t.v. hit.

National T.V. Commercial and Commercial (versions) for YouTube Influences, Local Affiliates, our Emails, Website, and Paid Advertising on Digital Marketing:

3. Manage and maximize revenue for all Television Commercials to air on Fox News and OANN and Newsmax (and then perhaps others. Example: NSSCA starting on November 11.
 - a. Work with outsourced company to create the commercials (e.g. 2022 – PixelDust Studios)
 - b. Secure spokespeople (e.g. 2022 – Johnny Joey Jones, Granger Smith, Sheriff David Clark etc.)
 - c. Work with outsourced company to broker the air time (e.g. Schule/NewsGen etc.).
 - d. Work with the Programs Team to obtain families and testimonials to be used as content
 - e. Work with outsourced company to "cut" the commercial (e.g. Pixeldust Studios) into different versions for different audiences. Examples follow:
 - i. Shorter version for advertising on Demolition Ranch vs. longer version on Fox News,
 - ii. Version focusing on females and children for the female demographic vs. a version focusing on the wounded warriors for the male demographic,
 - iii. Version highlighting Granger Smith to be used on Granger's youtube channel on social media platforms, and
 - iv. Version cut to fit into spokespeople's versions (e.g. Granger's and Joey's affiliate sites like Demolition Ranch and Kentucky Ballistics).
 - f. Work with related parties, if any and as necessary, to ensure website traffic is stable during peak traffic events (so website doesn't crash).
 - g. Track all donations from the commercials, both mailed checks and online donations (to the extent possible). Help develop a tracking process/system in 2022.

- h. Help track any corporate sponsorship leads generated from this media and help transfer those corporate sponsors to Chief of Staff for processing.
- i. Ensure that our “round robin” phone number is set up and staff are identified to handle calls immediately following each t.v. hit.

External Companies Hired to Secure More T.V. News Segments, PodCasts, and other Interviews (Bullseye or Others):

- 4. As necessary; manage external PR teams with Chief of Staff and provide bi-weekly detailed report on current projects and updated timelines on progress and execution.
 - a. Specifically, these teams, like Bullseye (or others in the marketing universe), are paid to support your/our efforts in achieving local and national media coverage on Fox News and other outlets which result in donation revenue. If they aren’t supporting, we need to discuss and make a decision together about keeping/switching vendors/suppliers.
 - b. Understand all the related costs (which add to your department’s total cost).
- 5. Ensure that all outsourced PR Team achieves our corporate goals set by us, for them.
 - a. Specifically, if we pay someone (outside of our team), we need to hold them accountable for performance.

Salesforce and Misc:

- 6. Integrate your efforts in and with Salesforce
 - a. Example: flights are uploaded to salesforce, you then use the flight info to contact local media, then update salesforce accordingly
- 7. Provide all media relations support (bring the media e.g. the DC Fox affiliate to cover the local event or a local anchor to host/MC an event etc.) to the Development team for event planning and to boost, awareness, ticket sales, marketing for the event and planning and execution of major fundraising events and giving campaigns throughout the year.
- 8. Source, train and manage one (1) media relations full time staff member (full time), and one intern (on a semester) basis with support, guidance and collaboration from Chief of Staff and CEO.
 - a. Have at least one (1) intern per season in the office at all times.
 - b. If necessary, develop one of the interns into a full time new hire to grow the media relations team (your team). Otherwise, hire the full time person directly.
- 9. Work with Chief of Staff and Development Team in updating Luke’s Wings annual report based on organizational accomplishments and financial reports.
- 10. Provide quarterly report on status of engagement (supporting the other departments). For example: Development Team: donors, beneficiaries and followers. Program Team: Total flights and miles used to update a performance/impact report etc. Other examples: Current percentage of followers. Dollars raised from direct marketing efforts
- 11. Develop and complete mid year and annual (year end) Performance Progress Report (PPR) and Professional Development Plan (PDP) Reviews to the satisfaction of the Chief of Staff.
- 12. Maintain regular business work hours in the office
- 13. Keep your PTO form current, making sure all days out of the office are tracked correctly as either PTO or Sick Days.

Website and Social Media:

1. As with all the other vendors/supplies in the Marketing Universe, Manager is responsible for managing our outsourced social and digital media team: Worqflow Marketing (or the like) to accomplish the 2022 Action Items including, but are not necessarily limited to, the following:
 - a. Working with the CEO on all website changes
 - b. Updating the entirety of Luke's Wings website utilizing Direction and WP or others to accomplish the CEO's short and long term goals, including, but not necessarily limited to, the following:
 - i. New team titles/head shots for our team page
 - ii. Pop up windows with NSSCA or other campaign donation buttons (e.g. the popup window from Classy)
 - iii. Corrections to the program lines
 - iv. Addition of accurate subpages for each program line
 - v. Addition of an approved application form for each program line
 - vi. Integration of all applications into Salesforce including drop downs, and properties (e.g. drop down: "is this a good story for Marketing>YES/NO).
 - vii. Family Stories
 - viii. Addition of the Beneficiary Emergency 1-800 Number to be added to the front of the website.
 - ix. Wordpress backend
 - x. Etc.
 - c. Manage our outsourced social and digital media team to help ensure that all SEO work for the organization's website, utilizing your training, and our outsourced third parties like Direction and Worqflow
 - d. Schedule and complete Salesforce training for yourself and your team members.
 - e. Evaluate and determine what we can "insource" rather than outsource, from a short and long term strategic planning perspective.