

# Job Title: Marketing Manager (Volunteer)

**Organization:** Leader Transition Institute (LTI)

**Location:** Remote

**Time Commitment:** Part-time (approx. 5–10 hours per week)

**Reports To:** Director of Communications

## About Leader Transition Institute

The Leader Transition Institute (LTI) equips individuals in transition—particularly veterans and military spouses—with the tools, mindset, and community to navigate life beyond service with clarity and confidence. Our mission is to change the narrative of transition from one of struggle to one of opportunity.

## The Role

LTI is seeking a **strategic, creative, and organized Marketing Manager (Volunteer)** to lead and coordinate our external marketing efforts. This is a **leadership-level volunteer role** focused on stewarding LTI's brand, amplifying our programs, and ensuring our message reaches those who need it most.

This role is ideal for a marketing professional who wants to apply their expertise to a high-impact mission—or for a veteran or military spouse ready to lead a marketing function while building a meaningful portfolio and leadership experience.

## Key Responsibilities

### Marketing Strategy & Planning

- Develop and execute an annual marketing plan aligned with LTI's mission, programs, and growth goals
- Prioritize awareness and enrollment for LTI's flagship programs and initiatives

### Brand Stewardship

- Ensure a consistent, clear brand voice across all external channels, including email, social media, website, and public-facing communications

### Content & Channel Oversight

- Provide guidance and direction to volunteer content contributors (e.g., Social Media & Community Engagement Volunteer)
- Ensure digital content supports broader organizational goals and messaging priorities

### **Email Marketing**

- Oversee the monthly newsletter and key email communications to alumni, donors, partners, and supporters

### **Public Relations & Visibility**

- Identify and pursue opportunities for LTI leadership to appear in podcasts, military and veteran publications, and relevant events

### **Insights & Reporting**

- Review basic performance indicators (reach, engagement, enrollment trends) and share concise monthly insights with leadership
- No advanced analytics or ad management required

## **What We're Looking For**

### **Experience**

- 3+ years of experience in marketing, communications, or a related field (Bachelor's degree preferred but not required)

### **Mission Alignment**

- A genuine commitment to serving veterans, military spouses, and those navigating major life transitions

### **Leadership & Judgment**

- Ability to guide projects, mentor volunteers, and make thoughtful marketing decisions with minimal oversight

## Technical Comfort

- Familiarity with tools such as Canva, Mailchimp (or similar email platforms), and LinkedIn
- Advanced campaign or paid advertising experience is not required

## Self-Directed & Reliable

- Comfortable working independently in a fully remote, trust-based environment

## Support & Structure

You'll receive:

- Clear organizational priorities and messaging direction
- Direct access to LTI leadership for alignment and approvals
- Autonomy within defined expectations

You will not be expected to “figure it out alone.”

## Why Volunteer with LTI

- **Leadership Experience:** Serve as Marketing Manager for an established nonprofit with national reach
- **Meaningful Impact:** See the direct results of your work as individuals move forward with clarity and confidence
- **Flexibility:** Fully remote with a schedule that respects your time and other commitments
- **Connection:** Collaborate with a dedicated network of veterans, military spouses, nonprofit leaders, and corporate partners

## How to Apply

This is an **unpaid, volunteer position** intended for individuals who wish to contribute their skills in support of LTI's mission.

To apply, please send a resume and a brief note explaining your interest—or a link to your LinkedIn profile—to [admin@leadertransitioninstitute.org](mailto:admin@leadertransitioninstitute.org).