



Associate Director of Digital Marketing

Student Leadership Network (SL Network) supports life-changing programs that enable students from low-income communities to achieve their highest educational potential and break the cycle of poverty: The Young Women's Leadership Schools (TYWLS), a high-performing network of all-girls public schools, and CollegeBound Initiative (CBI), a school-based college guidance program for young women and men. Student Leadership Network programs promote a college-going culture in schools and help make the dream of college a reality for students. *To learn more, visit our website at www.studentleadershipnetwork.org*

Student Leadership Network is seeking an **Associate Director of Digital Marketing** who will be responsible for the organization's day-to-day internal and external digital marketing and communications efforts, publishing content and implementing growth strategies on all social media channels, overseeing the website in its entirety, and supporting media and promotional opportunities. She/he will execute campaigns and digital initiatives, both short and long term, with a focus on supporting the organizations' mission and increasing the organization's prominence in the education non-profit sector. Reporting directly to the Managing Director of Marketing and Communications, the Associate Director is directly responsible for managing all forms of communications (website, newsletters, e-blasts, and social media), developing and executing marketing plans and campaigns, creating editorial processes and maintaining mailing lists. The ideal candidate is a strategic thinker who is both highly collaborative and can work independently, has strong writing and communication skills, and is passionate about education and the nonprofit sector.

Responsibilities:

Manage Online Presence, Website, and Social Media Platforms

- Manage and maintain social media channels
- Ensure accuracy of online location listings and ratings
- Manage the website by creating fresh content and performing timely updates to all sections including campaign pages, donor recognition, bios, the blog, and program descriptions
- Oversee the relationship with the web development firm to ensure the Student Leadership Network website is a premier destination for learning about our brand, including ensuring we are utilizing the latest technologies, design and tactics to engage with our current and new audiences
- Develop strategies to engage our constituents, grow new audiences, and develop new channels to support brand development, fundraising, and programmatic efforts
- Collaborate with internal teams to ensure that up to date info is reflected on all digital platforms
- Consistently report on digital trends and plan ahead to maintain relevancy
- Use Google Analytics and other tools to measure and report on the performance of all digital campaigns, as well as to use website traffic/usage activity and recommend any adjustments.

Manage Marketing and Communications Content and Materials.

Prepare and distribute communications materials in a variety of print and digital formats, including:

- Maintain monthly editorial content calendar to be published across all platforms
- Publish e-marketing content via Constant Contact and Campaign Monitor
- Conceptualize and collaborate with internal and external stakeholders to create marketing materials
- Draft proposals and fundraising appeals
- Prepare press materials including- bios, photos, press kits and media releases



- Manage photo and video library
- Support the design, production and distribution of program materials
- Prepare project briefs, information fact sheets, internal tip sheets, and meeting packets

Marketing and Communications Support

- Schedule and plan marketing team meetings
- Collaborate with designer and social media expert to provide assets
- Support media engagement opportunities
- Ensure brand resources are up-to-date, shared and filed appropriately
- Conduct landscape analysis to inform business decisions

Qualifications and Core Competencies

Key Qualifications:

- Bachelor’s degree in communication, journalism, marketing, business or related field preferred
- Minimum 5 years experience in a communications, marketing, development or fundraising role with strong writing requirements
- Must have experience in communications and marketing, preferably in a non-profit setting;
- Excellent writing, editing, and organizational skills; attention to detail;
- Strong interpersonal and management skills, along with creativity, vision, and sense of humor
- Experience with marketing campaigns on social media;
- Strong editing and proofreading skills;
- Proven experience in identifying target audiences and developing creative marketing campaigns that inspire, educate, and motivate;
- Experience managing multiple social media channels (Twitter, Facebook, LinkedIn, Instagram) for an organization and/or public campaign;
- Salesforce, Campaign Monitor and Constant Contact is a strong plus;
- WordPress, ADOBE Illustrator is a must;
- Should be a team player, entrepreneurial, curious and passionate about education and youth opportunities to change the world.

Skills and Core Competencies:

- Intermediate-advanced knowledge of MS Office (including Word, Excel, PowerPoint, Outlook)
- Experience with databases, web-based tools, CRM/CMS, and analytics tools
- Exceptional communication and interpersonal skills across all dimensions (written, verbal)
- Work well under pressure in a professional and positive manner with different teams
- Skills in developing, building, and maintaining a brand with key stakeholder groups, preferably in both corporate and nonprofit and/or public policy settings
- Strong organizational skills with ability to create and enhance systems and processes
- Ability to manage aggressive deadlines, maintaining meticulous attention to detail and follow-through
- Ability to distill complex organizational information to convincing and engaging copy
- Ability to write quickly in a variety of voices and formats
- Basic graphic design skills strongly preferred



Compensation: Competitive/commensurate with experience. FLSA Status: Exempt. Student Leadership Network is an equal opportunity employer.

Benefits: Medical, Dental, Vision, 401K matching, Flexible Spending, Paid Time Off, etc.

Application Instructions: For consideration, email your resume and cover letter to ADDM@studentleadershipnetwork.org. Please mention where you saw this ad.

