



Manager of Digital Marketing

Student Leadership Network (*SL Network*) supports two life-changing programs that enable students from low-income communities to achieve their highest educational potential and to 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. We also partner with 15 and growing affiliate schools across the country. Student Leadership Network programs promote a college-going culture in schools and makes the dream of college a reality for students. *To learn more, visit our website at www.studentleadershipnetwork.org*

SL Network is seeking a **Manager of Digital Marketing** who will be responsible for the organization's day-to-day internal and external digital marketing efforts, publishing content and implementing growth strategies on all social media channels, overseeing the website in its entirety, and supporting media opportunities. S/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 Director of Marketing and Communications, the Manager is directly responsible for managing all forms of digital marketing including the organization's website, e-blasts, and social media. The ideal candidate possesses a strong understanding for all social media platforms, 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 Digital Presence, Website, and Social Media Platforms

- Plan and execute all digital marketing, including social media, email, marketing database, SEO/SEM, and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals/ key performance indicators (KPIs)
- Design, build and maintain our social media presence
- Identify trends and insights, and optimize spend and performance based on insights
- Ensure we are utilizing the latest technologies, platforms, design and tactics to engage with current and new audiences
- Ensure accuracy of online listings and ratings
- Manage the website by supporting the creation of fresh content and performing timely updates to all sections including campaign pages, donor recognition, bios, blog, and program descriptions
- Oversee the relationship with web development firm(s) to ensure SL Network's website is a premier destination to educate users about our brand
- Create, maintain and track custom landing pages and surveys
- Track website traffic/usage activity and recommend any adjustments
- Collaborate with internal teams to ensure that up to date info is reflected on all digital platforms
- Manage email, nurture, and drip campaigns alongside Development team
- Develop strategies to engage our constituents, grow new audiences, and develop new channels to support brand development, fundraising, and programmatic efforts
- Consistently report on digital trends and plan ahead to maintain relevancy



Marketing and Communications Support

- Schedule and plan team, and intradepartmental, meetings
- Collaborate with external consultants 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
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Qualifications and Core Competencies

Key Qualifications:

- Bachelor's degree in communications, journalism, marketing, business or related field preferred
- Minimum 4 years experience in a communications, marketing, development or fundraising role with strong writing requirements
- Highly creative with experience identifying target audiences and developing creative marketing campaigns across all platforms that inspire, educate, and motivate
- Experience managing multiple social media channels (Twitter, Facebook, LinkedIn, Instagram) for an organization and/or public campaign
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Excellent writing, editing, and organizational skills
- Strong interpersonal and management skills, along with creativity, vision, and sense of humor
- Salesforce, Campaign Monitor, InDesign, and Photoshop or Illustrator is a strong plus
- Should be a team player, entrepreneurial, curious and passionate about education and youth opportunities to change the world.

Skills and Core Competencies:

- Experience with databases, web-based tools, customer relationship management(CRM)/content management system(CMS), and analytics tools
- Advanced knowledge of MS Office (including Word, Excel, PowerPoint, Outlook)
- 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 MDM@studentleadershipnetwork.org. Please mention where you saw this ad.

