<table>
<thead>
<tr>
<th>Position Title</th>
<th>Manager, Marketing</th>
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<tbody>
<tr>
<td>Department</td>
<td>Strategic Communications</td>
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<tr>
<td>Job Status</td>
<td>Full-Time, Exempt</td>
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<td>Reports To</td>
<td>Director, Communications &amp; Marketing</td>
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<tr>
<td>Supervises</td>
<td>N/A</td>
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<tr>
<td>Date Prepared</td>
<td>May 2022</td>
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**POSITION SUMMARY**

The Marketing Manager is a creative, “can-do” strategist who leads the planning and execution of marketing activities. The manager will collaborate with communications teammates and across the organization and must be able to juggle multiple streams of work, from long-term projects to quick-turnaround tasks to seize opportunities to effectively market the Council’s products and programming.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed within are representative of the knowledge, skills, minimum education, training, experience, and/or ability required.

**PRIMARY JOB DUTIES AND RESPONSIBILITIES**

- Lead the marketing function of the Communications Department, developing and executing campaigns to promote the Council’s programs, events, and products. This includes creating overall strategies, detailed timelines, and trackers; drafting high-quality content; and ensuring all deliverables are executed on time.
- Write and edit marketing materials, including emails, visuals, web pages and social media posts, working with team members pull, edit, and maintain target lists for use in all marketing campaigns.
- Ensure all marketing materials are brand aligned and provide support to internal teams to aid brand understanding and compliance.
- Develop and manage strategy for Google AdWords campaigns and any other paid social advertising.
- Monitor, track, analyze and report on key analytics for social media accounts, emails, newsletters, membership renewal campaigns, and paid advertising to improve effectiveness of campaigns and activities.
- Manage daily administrative tasks, including Salesforce data entry, to ensure the Marketing department runs smoothly.
- Maintain marketing project files on SharePoint, including the Council’s image library.
- Contribute to overarching organization goals by participating in cross-functional working groups, including the Salesforce Task Force.
- Perform any additional duties or assignments as assigned by the Director, Communications and Marketing.
QUALIFICATIONS

- Bachelor’s degree
- 7 years’ experience in marketing, communications, or a related field
- 5 years’ experience managing marketing projects from strategy to execution
- 3 years’ experience managing web and email marketing – from strategy to writing and content production – including campaign strategies, and paid ads
- Google AdWords Certification preferred
- Experience with membership marketing and philanthropy preferred.

GENERAL SKILLS AND COMPETENCIES

Technical
- Strong graphic design sense and proficiency with Adobe Creative Cloud Suite.
- Strong understanding of SEO best practices and Google analytics.
- Proficiency with social channels and search engine marketing.
- Proficiency with CRM database solutions, preferably Salesforce.
- Proficiency with Microsoft Office 365 applications.
- Proficiency in services such as Mail Chimp, HubSpot, and Campaign Monitor.
- Proficiency in HTML and CSS.
- Experience with video production and photography is a bonus.

Other
- Excellent storytelling skills, including experience in developing visual and written assets.
- Excellent interpersonal skills, ability to listen well, collaborate effectively, and positively represent the organization and its mission.
- Excellent verbal and written skills.
- Strong project management skills and ability to meet deadlines.
- Ability to manage many and/or differing tasks and maintain productivity.
- Ability to collect, track and analyze data.
- Ability to identify and solve problems efficiently and quickly.
- Ability to work independently and as part of a diverse team.
- Ability to provide effective stakeholder engagement and customer service.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This position operates in a professional office environment and routinely uses standard office equipment.
- The ability to sit, stand or walk for long periods of time (8+ hours/day).
- The ability to lift up to 20 lbs. (with or without assistance).
- The ability to push, pull, bend, kneel, reach, stoop, and crouch.
- Specific vision abilities required by this job includes near, far, peripheral and depth and ability to adjust focus (with or without the use of corrective lenses).
TRAVEL REQUIREMENTS

- Ability to travel up to 10% domestically, including overnight trips.

Positions at the Council may be remote or located in Washington, D.C. based on business need. This role is eligible for full-time remote work.

This job description is not designed to contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this position. Activities, duties, or responsibilities may change at any time with or without notice. The requirements listed above are representative of the knowledge, skill and/or ability required.

EMPLOYEE ACKNOWLEDGMENT

I acknowledge review and receipt of this Job Description.

_________________________________  ________________________

Employee’s Signature                  Date

_________________________________  ________________________

Supervisor’s Signature                Date

This will be made part of the Employee’s personnel file.