



## Marketing Manager

### Job purpose

The marketing manager (MM) is responsible for designing and implementing marketing initiatives that help KidsGardening (KG) achieve organizational goals. Because KG is a national organization with thousands of followers and a wealth of digital content, this critical position is relied upon to represent the KG brand online in the most resourceful and savvy way possible.

This is a full-time, at will, exempt position. The salary will range from \$35,000-\$45,000 dependent on experience.

### Duties and responsibilities

**The MM will perform the duties below with the goals of increasing the size and engagement of KG audiences, building brand awareness, and acquiring new donors. For all focus areas the MM will be expected to measure and report on progress towards these goals.**

#### Web & Content Marketing

- Oversees KidsGardening.org website and blog
  - Proposes and executes new and/or revised creative in line with overall marketing and fundraising goals
    - SEO

#### Email Marketing

- Crafts and manages email marketing campaigns end to end
- Manages KG email list and email marketing
  - Segments, targets, cleans lists
- Writes marketing copy
  - Social media posts, email marketing subject lines, website copy

#### Social Media

- Develop and manage social media calendar for Facebook, Twitter, Pinterest, Instagram

- Implement best practices in social media marketing driving traffic to the KG site and attracting donors
  - Create shareable content

#### Strategy & Performance Tracking

- Tracks and reports progress on marketing goals through analytics and dashboards. Attribute performance to specific tactics. Suggest improvements where needed.
- Proposes and executes annual marketing plan (including sponsor promotion)

#### Graphic Design

- Graphic design and layout
  - Digital: Images for email, social media, and web
  - Print: Curriculum, sponsor collateral, marketing materials, fundraising appeals

### Qualifications

Qualifications include:

- Bachelors degree in relevant field or 3 years relevant experience
- Expert in Adobe Creative Suite
- Skilled at graphic design and layout
- Skilled copywriter, primarily for web
- Experienced email marketer using Mailchimp or similar service
- Experience developing and maintaining websites using Wordpress, some HTML a plus
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, including SEO
- Experience with Google analytics and cloud-based dashboard apps
- Highly creative, striving for continuous improvement
- Enthusiastic, enjoys using social media to create a strong peer network of supporters
- Resourceful and eager to be part of a mission-driven start-up culture
- Flexibility and ability to manage and prioritize several projects simultaneously
- Works well independently and as part of a small team
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.

**To apply: Please send cover letter, resume, and relevant work samples to [AmeliaD@KidsGardening.org](mailto:AmeliaD@KidsGardening.org) by April 14, 2017.**