



Our values:



Marketing Director

Our purpose: To ignite and cultivate STEM confidence in ALL girls.

Our promise: She'll be ready. Preparing girls for a STEM confident future.

Our vision: Educate 500,000 girls in STEM programs and careers by 2040.

As a Project Scientist team member, you will blaze a new trail to transform the way girls view the field of STEM and who a scientist is. You will feel challenged and inspired to do breakthrough work when collaborating with the best of the best.

The ideal candidate works collaboratively to achieve the organization's financial, programmatic and awareness goals. The Marketing Director will be able to tackle multiple projects at once, have strong written and communication skills, and think strategically and act tactically. This position

reports to the Vice President of Partnerships and Marketing. Only individuals willing to dig in and be part of a rapidly scaling non-profit should apply.

Position Responsibilities:

- Create and implement an actionable strategy for all marketing, communications and media relations efforts with an emphasis on increasing positive exposure for the organization to increase public support.
- Lead the creation of all written and electronic marketing materials, along with our graphic design freelancer, including but not limited to advertising and marketing campaigns, Program promotional collateral materials, newsletters special event and fundraising collateral, newsletters, as well as the website and social media.
- Expert knowledge of marketing technologies and testing methodologies, including advertising analytics (examples: Google Analytics, Google Ad Grants, Facebook, etc).
- Develop brand and audience strategies to increase visibility and relevance.
- Work with cross-functional teams on the promotion of fundraising, campaigns, cause marketing partnerships, special events, and the fulfillment of recognition benefits designed to highlight our corporate partners through various communications channels and increase awareness of the value of being aligned with Project Scientist.
- Closely monitor, track and improve brand experience within target groups including annual campaign, social media campaign, digital advertising, and other programs and services to deliver detailed reports on the ROI and KPIs.
- Responsible for redeveloping the website, from hiring developers, developing to optimizing search.
- Proficient computer skills database management, preferably

Salesforce.

- Collaborate with internal stakeholders to use a variety of inputs (e.g., forecasting, segmentation, benchmarking) to engage with our constituent bases.
- Optimize marketing and advertising channels (mail, email, search engine optimization (SEO), search engine marketing (SEM), paid media, web, third party, peer-to-peer, website), tactics, and revenue channels to maximize return on investment, cost per dollar raised (CPDR) and donor lifetime value (DLTV).
- Lead Marketing Committee
- Manage graphic design freelancer and project-based agency support (i.e. website, annual campaign, etc).

Position Qualifications

A commitment to help girls grow, learn, and connect to STEM.

- 7 - 10 years experience in non-profit fundraising, growth marketing, or MarCom.
- Bachelor's degree in education or related field preferred.
- Deep knowledge of lead generation channels and tactics and revenue channels including direct response (DR), digital giving, and peer to peer fundraising.
- Experience planning, executing, measuring, and optimizing multichannel marketing campaigns and leveraging data-driven campaign targeting across a diverse and complex audiences.
- Skilled in communicating to audiences at all levels, from Board and Executive level communication to communication with partners, families, and team members.
- Experience in executing best practices in campaign performance measurement and reporting, in Salesforce preferably.
- Experience in paid and earned media including Google

Ad Grant, LinkedIn Ads, and influencer marketing.

- Database management experience, Salesforce preferred.
- Strong digital acumen on platforms including LinkedIn, Instagram, TikTok, Twitter, Facebook, etc.
- Proficient in Google Office Suite, Slack, Asana, Illustrator, and Photoshop
- Problem-solver and team player.
- Ability to travel as needed (less than 10%).
- Multilingualism is a plus.

Benefits:

- Pay range: DOE
- 100% Paid Medical, Dental, Vision
- 403 (b) + 3% Matched Retirement Plan
- Flexible schedule
- Ability to work remotely
- PTO
- MacBook Laptop
- WIFI / Mobile phone stipend
- Free Project Scientist tuition for female relative

To apply for the role, please email a cover letter outlining why you would excel in this role and a resume to hr@projectscientist.org. Applications will be reviewed, and qualified candidates will move forward with a phone or in-person interview. No phone calls please.

Final offers of employment are contingent upon the successful completion of a background check that may include employment history, national criminal background check, national sex offender registry search and a driving history check.

Project Scientist does not discriminate on the basis of race, color, national

origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies or programs.