



Senior Marketing Manager

About Us:

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.

Project Scientist Team Values:

Team First: we support each other

Accountability: responsibilities are assigned and accepted

Growth Oriented: we are humble, coachable, and willing to learn from our experiences

Determination: we persist in the face of difficulties

Integrity: we are honest, and we keep our word, ALWAYS

The Role:

Do you dare to reinvent the future of STEM education for girls?

At Project Scientist, our purpose is to ignite and cultivate STEM confidence in ALL girls. 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. Collaborating with the best of the best, you will feel challenged and inspired to do breakthrough work.

As the Sr. Marketing Manager at Project Scientist, you will work closely with the CEO, VP of Development, and the Stewardship Director to manage all aspects of internal and external communications and marketing. You'll manage 3rd party vendors such as our public relations consultant and marketing agency. You'll create a strategy and execute plans focused on earned, owned, and paid channels.

Key Responsibilities

- Develop and manage Project Scientist's corporate marketing, content marketing, communications strategy and tactics, and content calendar.
- Develop strategic organizational messaging, and identify and develop compelling stories and content that reflect the organization's strategic priorities, messaging, and image.
- Develop strategies that amplify community voices and translate messaging across platforms and audiences.
- Independently develop, plan and execute campaigns with clear, measurable KPIs to meet business objectives.
- Partner with the creative agency to ensure all branding and campaigns are delivered consistently from concept to execution

Requirements

- 6+ years of marketing experience, including but not limited to website administration, campaign management, and social media strategy
- Some knowledge of Salesforce Marketing Cloud, building customer journeys, complex email builds, segmentation, reporting, and queries
- Strong understanding of digital marketing and user experience (UX) best practices
- Develop emails, data, extensions, audience, selections, trigger qualifications, suppressions, segmentation, journeys, and customer lifecycle programs
- Experience in strategizing and executing email marketing campaigns with knowledge of creating targeted communication for segmented audiences and growing databases
- Excellent writing, storytelling, analytical, and research skills are necessary as you'll be creating content for our organization
- Experience working on campaigns with/at agencies focused on digital, social media, influencer marketing
- Experience executing SEO / SEM, Google Grant, and paid social campaigns
- Experience executing peer-to-peer and cause marketing campaigns
- Extensive experience in project management, evidence of successfully leading projects from start to finish, passion for attention to detail, and ability to work independently with minimum supervision
- Strong knowledge of data and analytics for websites, email marketing, and social media, including social listening
- Experience using the Adobe Creative Suite, especially InDesign, Photoshop, and Illustrator

Preferred Knowledge & Skills

- Fierce drive to grow Project Scientist's footprint through marketing efforts to support our goal of serving 500,000 girls by 2040.
- Experience with multiple social media channels that drive advocated of cause and mission to action.
- Demonstrated interest in and knowledge about diversity, equity, and inclusion (DEI) efforts.
- Experience in Pardot implementation, configuration, and data. Experience with Salesforce Connector and reporting and analyzing campaign activity using Pardot report. Experience with non-native Pardot integrations (e.g., Zoom, Zapier)
- Experience managing an external creative agency
- Nonprofit Marketing Experience Highly Preferred

What will get you noticed?

- Marketing Cloud Consultant experience and / or Developer or Administrator certifications
- Samples of digital fundraising campaigns and email campaigns