



Position Description

Job Title: Marketing and Analytics Manager

Reports to: Chief Mission Delivery Officer

FLSA Status: Salary, Exempt

Date: December 2024

Department: Marketing

JOB SUMMARY:

The Marketing and Analytics Manager will execute marketing efforts while managing the integration and optimization of marketing systems, tools, and data analytics. Reporting to the Chief Mission Delivery Officer, this position ensures that effective use of the organization's marketing technology stack to maximize efficiency and results. This hybrid role requires a blend of marketing leadership and technical expertise in systems, data tools, and analytics.

Strong analytical skills, proficient in relevant software, and a solid marketing background are essential for success in this role.

DUTIES/RESPONSIBILITIES:

Marketing, Brand, and Content

- Develop marketing strategies and project plans that support business goals.
- Develop and produce messaging, marketing assets, ad materials, and content for various channels including blogs, social media, websites, email campaigns, and collateral.
- Ensure brand consistency in style, quality, and tone of voice across all content and communications.
- Develop and maintain editorial calendars and content guidelines.
- Oversee the organization's digital presence including websites and social media profiles.

Project Management

- Plan, develop, and execute marketing initiatives; ensure work product aligns with industry best practices and is delivered on time and within budget.
- Collaborate with extended teams to ensure plans, timelines, and resources align with operational needs; monitor progress and resolve issues to ensure smooth execution.
- Monitor performance data, identify trends, and optimize campaign performance to enhance effectiveness and improve KPIs (ROI, engagement, conversion rates, etc.)
- Manage budgets, track spending, and evaluate cost-effectiveness to inform future budgeting decisions.

Marketing Systems and Tools Management

- Manage and oversee the organization's marketing technology stack, including websites, CRM, email, marketing automation, and analytics platforms.
- Ensure that marketing tools and systems are properly configured, integrated, and maintained for seamless data capture and reporting.

- Evaluate and implement new processes and technologies to improve capabilities and efficiency; lead the evaluation, selection, and implementation of new marketing tools.
- Provide training and support to team members on effective use of tools and software.

Data Analytics and Performance Tracking

- Manage the setup, tracking, and reporting of digital efforts, including websites, social media, paid search, SEO, and email marketing.
- Develop and maintain dashboards, reports, and KPIs that track campaign performance and overall success; analyze performance data to derive actionable insights.
- Present data-driven reports, ensuring transparency and clarity in marketing efforts.
- Use data to inform strategy adjustments, testing opportunities, and optimization efforts; present findings and recommendations to stakeholders.

Collaboration and Communication

- Foster a collaborative environment between departments, ensuring alignment in project goals and deliverables.
- Serve as the primary point of contact for marketing team; ensure that marketing strategies, content, and performance insights are effectively communicated to stakeholders at all levels.
- Communicate clearly to both technical and non-technical stakeholders; foster a collaborative working environment that promotes knowledge sharing and performance improvement.

Performs other related duties as assigned.

REQUIRED SKILLS/ABILITIES:

- Strong knowledge of marketing technology platforms with experience using CRM, marketing automation, and analytics platforms.
- Excellent project management skills with the ability to manage multiple projects simultaneously.
- Strong understanding of digital marketing strategies, tools, and performance metrics; including SEO principles and content optimization for digital platforms.
- Familiarity with graphic design principles and tools (e.g., Adobe Creative Suite), video content creation and editing skills.
- Proficiency in data analysis, with experience using tools like Google Analytics, Facebook Ads Manager, and CRM platforms.
- Exceptional written and verbal communication skills, with the ability to present complex data in a clear, actionable manner.
- Strong leadership, communication, and team management skills.
- Enthusiasm for working in a small organization where flexibility, teamwork, and good humor are absolute necessities.

PREFERRED SKILLS/EXPERIENCE:

- Experience working with Trello, Bloomerang, Mailchimp, Classy, Google Analytics, and other marketing tools and platforms.
- Advanced knowledge of social media marketing, Google Ads, SEO, SEM, and A/B testing strategies.
- Google Analytics certification or other relevant professional certifications.

EDUCATION and EXPERIENCE:

- Bachelor's degree in Marketing, Business, Data Analytics, or a related field, or equivalent experience.
- Minimum of 3 years of experience in marketing management, with a focus on data-driven decision-making and campaign execution for nonprofits, is preferred.

KEY RESPONSIBILITIES – PERFORMANCE MANAGEMENT:

- **MARKETING, BRAND, & CONTENT**

Develop and execute brand-aligned marketing strategies, content, and messaging across all platforms.

Measurement: Campaigns are brand-compliant and effectively engage target audiences

- **PROJECT MANAGEMENT**

Lead the planning and execution of marketing projects to ensure on-time and on-budget delivery.

Measurement: Projects are completed on time, with approved resources, and meet or exceed performance goals.

- **MARKETING SYSTEMS & TOOLS MANAGEMENT**

Oversee the integration and optimization of marketing systems and tools for efficient campaign execution.

Measurement: Marketing tools are properly configured, used effectively, and provide accurate data for decision-making.

- **DATA ANALYTICS & PERFORMANCE TRACKING**

Use data analytics to inform marketing decisions and optimize campaign performance.

Measurement: Performance reports are accurate, timely, and lead to measurable improvements in marketing ROI.

- **COLLABORATION & COMMUNICATION**

Facilitate communication across teams and stakeholders to ensure smooth project execution.

Measurement: Clear, effective communication leads to strong team collaboration and successful campaign outcomes.

CERTIFICATES, LICENSES, REGISTRATIONS:

Position requires a current valid driver's license, proof of authorization to work in the U.S., fingerprinting, background check and continuous personal automobile liability coverage.

PHYSICAL DEMANDS:

While performing the duties of this job the employee is regularly required to sit at a desk and work on a computer. The employee must be mobile, stand for extend periods of time and lift items up to 15 lbs. at a time.

The physical demands and work environment described in this position description is 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.

WORK ENVIRONMENT:

The work environment is characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Employee's Name (printed)

Employee's Signature

Date

Manager's Name (printed)

Manager's Signature

Date