

THE BATTEN GROUP

Executive Search & Consulting



Digital Marketing Manager

Position Summary

The Digital Marketing Manager develops and implements strategies that will engage community members through targeted digital marketing and communications initiatives involving new and developing media and technologies. The Digital Marketing Manager meets short-term and long-term goals from new and existing membership sources by developing “best practices” for digital marketing and communications across multiple platforms. The Digital Marketing Manager focuses on cultivating community members through email acquisitions; social media and mobile; third-parties; personal fundraising pages and is responsible for cultivating new member prospects through newly developing avenues.

Position Duties and Responsibilities

- Develop strategies for email, search, display, website, paid social and other digital marketing channels. Manage the cost effective and timely execution of digital marketing campaigns and optimization projects from beginning to end.
- Manage relationships with digital marketing suppliers (including email platform provider, online search and display agencies, digital creative agencies, website development vendor) to ensure they are aligned with organization objectives.
- Responsible for budgeting and forecasting expenses for digital marketing program. Make case for investment for new activity and growth to support decision making across marketing and communications program. Proactively manage budgets, monitor and report on digital marketing campaigns to ensure digital efforts deliver on target.
- Use reporting and analysis to monitor and optimize digital marketing and communications efforts.
- Work closely with other staff members to ensure online and offline campaigns are integrated and digital channels are used effectively for retention and development of members and supporters.
- Continually look for opportunities to push digital marketing and communications forward and deliver exceptional experiences for members and donors.
- Identify potential new and innovative digital activities to recruit new members and support, and maximize long-term net income.
- Work within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.
- Works with team members to ensure the implementation of key touchpoints across digital media to foster member cultivation on social media, web, mobile, and developing platforms.

- Manage online communications calendar and oversee the creation, production and delivery of station email communication.
- Liaise with Development department on management of fundraising tools on website and social media engagement and serve as digital content manager.
- Liaise with Community Outreach department on management of virtual programs on website and social media and serve as digital content manager.
- Works to set performance benchmarks and targets across all digital marketing channels. Evaluates and reports on monthly project accomplishments and budgets.

Candidate Qualifications

- 5+ years of experience working in digital marketing, content creation, social media, or other marketing and communications.
- Strong knowledge of current and developing online marketing and communications strategies, social media, mobile, website, and new technologies.
- Must understand “best practices” across multiple platforms and the knowledge base to develop “best practices” for emerging media types.
- Strong communication skills and the ability to interact professionally with a diverse group of stakeholders.
- Knowledge of how digital marketing best practices support fundraising and development initiatives.
- Creative individual with strong experience using various technology tools to develop innovative and engaging content.
- Strong communication skills a must.
- Proven ability to think and act strategically, planning and evaluating activity and opportunities within the context of the wider program as well as individually. Ability to translate concepts into effective action plans.
- A true team player who understands how to work productively in a team environment.
- Comprehensive knowledge of Microsoft Office suite of applications including Word, Excel, and PowerPoint.
- Working knowledge and a strong interest in storytelling, digital fundraising, marketing, communications and design.
- Knowledge of customer relationship management systems (CRM), email service providers, internet applications, and content publishing tools.
- Familiarity with a variety of resources to keep up-to-date on the latest news in digital fundraising, marketing, communications, sales, and design.
- Excellent organizational skills and strong attention to detail.
- Ability to meet deadlines and goals.
- Project management experience in digital media required.

POLICY ON PLACEMENT AND RECRUITING

The Batten Group and Charcot-Marie-Tooth Association are equal opportunity employers committed to the principles of non-discrimination in the workplace. Candidates will not be discriminated against on the basis of age, race, creed, religion, sex, sexual orientation, national origin, disability, marital status or any other basis that is prohibited by federal, state, or local law.