**New Pathways for Youth**

**Marketing Manager**

1. **Position Summary**

Works collaboratively with the Director, agency, and other stakeholders to develop and implement a strategic marketing plan that drives agency goals and objectives. Leverages social media, digital marketing, video, and design expertise to execute effective campaigns and uses data analytic tools to measure success. Ensures brand consistency and manages communication efforts, including public relations and maintaining a strong presence both online and in the community. Provides leadership, training, and development to the marketing assistant, supporting their professional growth. Reports to Director of Marketing.

1. **Job Responsibilities and Duties**

* Collaborate with marketing agency and department leaders to develop a strategic marketing plan that addresses company-wide goals, objectives, and desired key results.
* Implements marketing plan.
* Achieve objectives by designing and implementing marketing, advertising, and communication campaigns that leverage social media, digital marketing, video, email, and other channels.
* Create collateral, including brochures, newsletters, annual reports, mailings, advertisements, event programs, and other promotional material to maximize reach and engagement.
* Develop and oversee the production of content and creative concepts that resonate with target audiences.
* Provide significant support in planning and executing agency events.
* Maintain positive and collaborative working relationships with vendors, media outlets, corporate partners, and stakeholders across the organization.
* Utilize Google Analytics 4 to monitor and measure the success and effectiveness of marketing efforts.
* Manage marketing budget.
* Communicate the organization's mission, goals, and impacts through written, verbal, and visual channels, including networking and external facing presentations.
* Manage the organization’s public relations efforts, including media relations, crisis communication, and reputation management.
* Enforce brand standards and quality control for all organization assets and communication.
* Maintain and monitor the agency website, ensuring functionality, conversions, and fresh, accurate content that is optimized for SEO.
* Stay current with marketing and industry trends and best practices and provide subject matter expertise.
* Oversee day-to-day marketing activities, monitor projects and workflow, and delegate to the Marketing Assistant.
* Provide training and guidance to build the skills, competencies, and professional acumen of the Marketing Assistant.
* Monitor the performance and productivity of the Marketing Assistant and take corrective action when necessary.

1. **Education & Experience**

* Minimum 3 years of experience in marketing with demonstrated success in using various marketing vehicles, particularly digital and social media.
* Bachelor’s degree in marketing is preferred, though the equivalent combination of education, training, and experience in marketing may be considered.
* Proven track record in digital and social marketing, including content creation for messaging and promotion.
* Considerable knowledge of digital marketing analytics and search engine optimization. Skill in tracking KPIs and making data-driven recommendations.
* Skill in managing websites and social media platforms.
* Excellent knowledge and skill in using Microsoft Office Suite, Adobe Creative Suite, Meta Business Suite, and Google Analytics 4. Knowledge of and skill in using Monday.com is a plus.
* Possess exceptional skills in creating written, graphic, and video content.
* Preference given to those with a portfolio showcasing previous campaigns, content and design.

1. **Employee Qualities/Traits**

* Must be a creative and strategic high performer with the ability to innovate and execute brand-consistent multichannel marketing.
* Work with minimal supervision and be a self-starter.
* Show initiative and personally participate in ongoing professional growth.
* Build positive and collaborative relationships with supervisors, co-workers, and external stakeholders.
* Communicate clearly and concisely, both orally and in writing, with a variety of individuals.
* Proficiently manage and execute multiple projects.
* Possess excellent skills in planning and time management to meet deadlines.
* Analyze problems and develop creative solutions required to complete assignments and meet goals.
* Work occasional weekends and evenings.
* Strongly committed to fostering a diverse, equitable, and inclusive workspace.

1. **Organization Qualities/Traits**

New Pathways for Youth is a Caring, Driven, Effective, Distinct organization. Our culture is one that is motivated, goal-oriented, empathetic, inclusive, and respectful. We apply research, data, and experience to reach intended impact, advancing good in our community.

1. **How to Apply**

To apply, please submit your cover letter and resume to Oscar Hidalgo – [ohidalgo@npfy.org](mailto:ohidalgo@npfy.org) Please include your name and position title “Marketing Manager” in the subject line. Please include your salary requirements in your cover letter. Applications will be accepted until the position is filled.

1. **Additional details**

The salary is commensurate with experience and will be in the range of $55,000 to $60,000 annually. Benefits include health, dental, vision coverage that New Pathways for Youth contributes to and generous time off package. Flexible work environment that includes some work from home. Generally, the hours are Monday through Friday, 8:30 am – 5:00 pm, however will require some weekends and evenings. New Pathways for Youth is an equal opportunity employer.