



IGNITE Digital Marketing Manager

About IGNITE

IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders. We offer civic education, exposure to elected women, hands on training and work opportunities, and a peer network of women who support each other's aspirations. We are a national, non-partisan 501c3. IGNITE programs and events are for all cis and trans women, as well as non-binary people who are comfortable in a space that centers the experiences of young women.

IGNITE Structure

IGNITE has a national office that is responsible for:

- Developing and codifying IGNITE programs, packaging them and making them digitally available.
- Developing a national communications calendar (including social media) and managing all communications.
- Developing national partnerships.
- Working in partnership with staff to prepare individual, foundation and corporate proposals.
- Working in partnership with staff to raise individual contributions from supporters across the US.
- Securing corporate sponsorships to support national-scale work.
- Developing annual budgets and managing all agency resources.

IGNITE staff are located across the country and work cross-functionally on regional and content-area teams. While this position reports to the Communications Director and is part of the national office team, they will need to maintain positive, collaborative relationships with program staff in other parts of the country and be comfortable collaborating virtually.

IGNITE is on course to grow rapidly with a strategic focus on expanding our reach to impact thousands more young women each year.

THE POSITION:

Reporting to the Chief Marketing and Communications Officer, the Digital Marketing Manager is responsible for designing and implementing a digital marketing strategy. The Digital Marketing Manager is responsible for monitoring and reporting on strategic KPIs, and working closely with the Communications Director and the Programs team to grow the IGNITE community. Additionally, the Manager will work closely with IGNITE's Data Manager to ensure Marketing and Communications data is collected, analyzed and reported.

RESPONSIBILITIES:

- Serve as a strategic partner to the Chief Marketing & Communications Officer (CMCO), developing new paths to innovation through digital strategies that include social media, email marketing, PPC campaigns, SMS, and SEO.
- Regularly track, monitor and report on key performance indicators (KPIs), bringing insights and actionable ideas to the CMCO and Communications Director.

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- Oversee the management and improvement of the IGNITE website with a focus on UX/UI, collaborating with the Communications Director on key messaging and branding. Website maintenance includes ensuring content is up to date, collaborating across departments to update information, and ensuring lead generation flows are optimized.
- Develop paid and organic strategies leveraging IGNITE's social media channels, network of college chapters, and fellows cohort to engage and grow the IGNITE online community.
- Design, execute and iterate on paid ad campaigns to drive brand visibility, engagement and to broaden our member community.
- Develop and schedule weekly social media content across social media channels, collaborating with the Communications Director to develop high impact and engaging copy, graphics and videos, planning live events and other digital experiences.
- Design and execute SMS campaigns to reach a variety of stakeholders including donors and program participants.
- Ensure visual communication and brand standards are met across digital channels.
- Collaborate with other IGNITE team members on projects, as needed.

QUALIFICATIONS:

- A demonstrated commitment to IGNITE's mission, vision, and values.
- A minimum of 3 years of related experience in a field relevant to digital marketing, social media management; or an equivalent combination of education and experience.
- Prior experience in non-profit / social justice communications preferred.
- Strategic thinker who is agile and data driven.
- Demonstrated project management experience.
- Demonstrated ability to write strategic, engaging, and grammatically correct content for newsletters, website content, social media, marketing materials, etc.
- Experience using various social media platforms and knowledge of social media engagement strategies and analytics. Experience managing social media for an organization or business preferred.
- Superior time management and organizational skills and ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment.
- A collaborative approach to projects.
- Comfort working remotely with team members across three time-zones and the ability to navigate virtual work environments.
- Self-starter, looking for a great opportunity to grow and develop their career.
- Graphic design/video editing experience a plus in order to create visually compelling materials.
- Experience in digital marketing campaigns and knowledge of email marketing software.
- Experience with website management tools like Wordpress and Hubspot.
- Familiar with Google Docs, MS Word, Excel and Powerpoint.
- Experiences with CMS/CRM platforms, like Hubspot, NationBuilder, EveryAction, or Salesforce

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- Fearlessness in learning new software.
- Extraordinary flexibility and willingness to adapt to new internal and external conditions.
- An affinity for working with a culturally and politically diverse community and a commitment to building and fostering a diverse, inclusive, and collegial workplace; multicultural competence and ability to work across lines of difference

Compensation: Manager 1, \$62,000/annually

Benefits: IGNITE's benefits package includes medical, dental, and vision insurance; company-sponsored 401K plan; a generous holiday, PTO and sick package, and more.

Classification: Full-time, exempt, remote

To Apply: Please email a cover letter, resume, and a writing sample showcasing external communications you have previously written to Amanda Conlee, Chief Operations Officer, at amanda@ignitenational.org.

IGNITE requires all employees to be vaccinated against COVID-19 within 6 weeks of their start date.

IGNITE is an Equal Opportunity Employer. We will consider applicants for positions without regard to any category protected by applicable federal, state or local law, including but not limited to: race, color, religion, sex, national origin, age, physical or mental disability, genetic information, veteran status or uniformed service member status. Women, people of color, LGBTQ people, young people, and members of other historically disenfranchised populations are strongly encouraged to apply.