

## **Strada Education - Digital Marketing Manager Job Description**

Strada Education Network® is a national 501(c)(3) nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment. We engage partners across education, nonprofits, business and government to focus relentlessly on students' success throughout all phases of their working lives. Together, we address critical college to career challenges through strategic philanthropy, research and insights, and mission-aligned affiliates and products — all focused on advancing the universal right to realized potential we call Completion With a Purpose®.

If you live and breathe digital marketing, we want to talk to you. The Digital Marketing Manager will be responsible for developing, implementing and managing digital and social media marketing campaigns to promote Strada's consumer product portfolio. This position will play a major role in enhancing brand awareness within the digital space as well as drive website traffic and app downloads to acquire leads/customers. They will also identify and evaluate new digital technologies, social media platforms and use web analytics tools to optimize marketing campaigns, email marketing, social media and display and search advertising.

### **Digital Marketing Manager Responsibilities**

You should have a strong grasp of current B2C digital marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The ideal candidate will have deep social media marketing experience and knowledge of how to effectively drive app downloads. The Digital Marketing Managers will work with the Strada marketing team, supporting teams (such as product development), and vendors to launch campaigns on time and on budget.

Responsibilities include:

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Leveraging content development team and assets to drive organic traffic growth via SEO and social media channels
- Maintaining our social media presence across all channels
- Measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create and or improve existing web experiences to optimize user experience and engagement.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

## **Requirements**

- BS/MS degree in marketing or a related field
- Preferred at least 3 years of proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, content marketing, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing web pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Qualified candidates should email their resume: [terri.shea@stradaeducation.org](mailto:terri.shea@stradaeducation.org)