



POSITION: Manager of Marketing and Digital Communications

CATEGORY: This position is a full-time virtual office position that will require frequent virtual and regular face-to-face internal meetings in the greater Philadelphia area.

ORGANIZATION DESCRIPTION:

Our Community Salutes (OCS) is a national, non-profit organization supporting high school seniors who plan to enlist into the U.S. Armed Services following graduation. Since 2009, OCS enlistee recognition ceremonies have been held in 25 states by local communities in banquet halls, auditoriums, and sports arenas from New York to California. Tens of thousands of people have attended these events in appreciation of the young men and women entering military service. More information is available at www.ourcommunitysalutes.org.

JOB DESCRIPTION:

The Manager of Marketing and Digital Communications will research, prepare, and execute marketing campaigns that will assist OCS in achieving its operational and fiscal goals. These responsibilities will include developing, executing, tracking and analyzing the performance of all digital advertising campaigns, managing the marketing budget and ensuring that all marketing material is developed and in line with OCS's brand identity.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develop strategies, tactics, and collateral needed to obtain maximum positive identity for OCS and its partners.
- Primary responsibility for the OCS website and other digital assets (social media), supervising, where necessary, the use of contractors and third-party service providers
- Develop and lead all digital communications, including e-mail drip campaigns, e-newsletters, small donor digital solicitation campaigns
- Develop and lead target news media campaign with traditional outlets (broadcast, print), and digital (podcast, blogs)
- Identify and work with third-party vendors necessary to achieve intended outcomes
- Work corporately and support activities of other OCS managers and directors, to include development of any necessary collateral materials (digital and print)
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis.
- Produce valuable and engaging content for the OCS website that attracts our target groups and provides them with helpful information.

- Build strategic relationships and partnerships with key industry players, agencies and vendors, Veterans Serving Organizations.
- Prepare and monitor the marketing budget on a project, quarterly, and annual basis and allocate funds appropriately.
- Conduct marketing research to evaluate and expand OCS brand within key demographics and geomarkets
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies for OCS national and OCS Community Leaders
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.
- Manage all traditional communication activities, including press releases

EDUCATION:

Bachelor's degree required or equivalent record of professional achievement and qualifications with a demonstrated track record of success.

EXPERIENCE:

- Minimum of 3-to-5 years' experience in digital marketing, including DTC and social media
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate, and motivate
- Experience with website analytics tools.
- Experience in setting up and optimizing Google Adwords campaigns.
- Experience in creating and managing a successful social media presence across multiple platforms.
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.
- Up to date with the latest trends and best practices in online marketing and measurement.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Excellent oral and written communication skills.
- Strong organizational skills and attention to detail.
- Ability to work independently in a virtual team environment.
- Strong computer skills with an emphasis on experience with Microsoft Office software applications, as well as Squarespace.
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Knowledge of the military and veteran related organizations is a plus.

COMPENSTATION:

Competitive, based on experience.

Please email resume and cover letter to resumes@ourcommunitysalutes.org, with the title "Director" in the subject line. Please, no phone calls. No solicitation calls will be entertained.