



## DIGITAL MARKETING MANAGER

### Job Description:

The Kennedy Forum is actively seeking a digital marketing manager with demonstrated expertise in digital and visual production. We are looking for a friendly, energetic, conscientious self-starter with experience in a remote environment. If you love to exceed expectations (for both internal and external stakeholders), work closely with your team, and advance better mental health/substance use care in the U.S., please read on.

To apply, please send your resume and a cover letter to [jobs@thekennedyforum.org](mailto:jobs@thekennedyforum.org) with the subject line "DIGITAL MARKETING MANAGER." If you have a portfolio or website, please include it in the body of the email. **As this job will require excellent written communications, applications without a cover letter will not be considered.**

**Expected start date: 1/5/2025**

### Essential Duties:

- Work with the Director of Marketing/Communications to enhance The Kennedy Forum's digital presence, maintaining key efforts while launching new campaigns and initiatives.
- Own social media strategy, ideating, creating, and posting visually, tonally cohesive campaigns, social media toolkits, and ad-hoc day-to-day posts.
- Lead email marketing strategy and dissemination, creating visually engaging campaigns.
- Design social, email, and report/white paper graphics, lightly edit and post-produce existing videos, and serve as point-of-contact with vendors for more robust projects.
- Help update and manage an ecosystem of websites, or act as the point-of-contact for vendors on more complex web development needs.
- Conduct SEO research and monitor new and existing content for optimization.
- Coordinate with vendors and agencies, acting as the day-to-day point of contact on digital marketing efforts.
- Play a key role in data analysis and reporting; make recommendations on key metrics.
- Assist in team efforts, like webinars, in-person meetings, round tables, and other standard nonprofit events.
- Miscellaneous tasks and duties, within reason. In a lean, high-achieving nonprofit, everyone pitches in when and where possible within the marketing, comms, and events ecosystem.

**Essential Skills:**

- Intermediate understanding of how to navigate different content management systems (primarily WordPress) and working coding knowledge (CSS/HTML).
- Intermediate understanding of email marketing systems and working knowledge of lifecycle marketing strategies.
- Intermediate experience with the following social media platforms: LinkedIn, Facebook, and X, in addition to social media management software like Sprout Social.
- Experience working within CRMs.
- Graphic design capabilities in the system of your choosing (Canva, InDesign, etc.)

**It Is a Major Plus if You Also Have:**

- An understanding of the machinations of policy work and how to represent value to different audiences, from wonks to donors to general audiences.
- Experience in planning and dispatching paid media campaigns.

**Minimum Qualifications:**

- Bachelor's degree with at least five years of experience in a similar role OR 10 years of experience in a similar role

**Requirements:**

- Successful background check
- Execute a non-disclosure agreement
- Occasional travel required
- Ability to work from home

**Pay Range:**

\$75k - \$85k/year



*Perks:*

*Employee Value Proposition - An opportunity to participate in a high growth, values driven and superior-performance culture of impactful knowledge workers dedicated to contributing to the greater good. This involves and includes stretch assignments, the ability to work within a collaborative and inclusive environment, and the acceptance of personal responsibility for the achievement of the agreed to results and outcomes of his/her/they work efforts. In short, this is a preparatory opportunity for future personal and professional advancement. Flexible, virtual working conditions. Benefits include medical, dental, vision and 401(k).*

*The Kennedy Forum makes all hiring decisions in a non-discriminatory manner, without regard to race, ethnicity, creed, religion, color, sex, sexual orientation, gender identity or expression, age, national origin, military service, marital status, different ability or disability, or any other factor unlawful under federal, state, or local law. People of color, indigenous, LGBTQ+, and individuals with lived experience of mental health and/or substance use disorders are strongly encouraged to apply. We are unable to sponsor Visas with this position.*

*Flexibility, respect, individual responsibility, and passion are vital qualities for The Kennedy Forum. Inclusion, collaboration, and cultural sensitivity are valued competencies given our emphasis on mental health and addiction and our vast network. Therefore, we are in search of a team member who can effectively interact with a varied population of internal and external partners with a high level of integrity.*

*At this time, The Kennedy Forum is unable to provide visa sponsorship or support for employment-based immigration, including but not limited to H-1B, O-1, or other work authorization visas.*