

Program Marketing Manager

We're looking for a passionate, creative and hard-working marketer to join our fast-growing organization. Reporting to the Vice President of marketing, the program marketing manager will be responsible for implementing marketing initiatives that support NPower's program cycles across the US. This includes recruitment campaigns, collateral development, impact storytelling, and special initiatives. This position requires close interaction and collaboration with national and regional colleagues to deliver flawless and effective communications that reflect our brand.

To be successful, you will need superior knowledge of marketing campaign best practices with a strong background in lead generation, audience development, segment messaging and project management. This role is best suited for a results-driven high-achiever with proven ability to serve as a consultant, build strong client-focused working relationships (virtually), as well as execute tactically on proven strategies.

Additionally, our team collaborates on various campaigns and events for the organization. Part of your role will include participating in group brainstorming, peer editing, social media content creation and support for events, as needed.

You will be responsible for a great deal of writing and editing. Thus, a portfolio of writing samples is required.

PRIMARY RESPONSIBILITIES

- Plan and produce marketing campaigns promoting the program cycle via traditional (flyers, brochures) and digital marketing channels (content and video creation for social media, etc)
- Working in partnership with select regions to create market-specific marketing plans that improve brand recognition, deliver consistent marketing messages, and help to attain local goals.
- Serves as a one of two key regional liaisons, managing the creative and copy development process for marketing materials with design agency, including recruitment, internship and graduation cycles, as well as fundraising support materials as needed.
- Provide direction for brand presence across all touch points – digital and traditional.
- Optimize resources by working collaboratively with functional areas across organization.
- Create, produce and distribute timely and relevant updates through multiple communication touchpoints including alumni communications, e-newsletters, etc.
- Evaluate effectiveness of ongoing marketing and online campaigns and use insights for continual improvement.

REQUIRED SKILLS

- Deep commitment to NPower's core values and ability to model those values in relationships with colleagues and partners.
- Experience building complex marketing programs, audience segmentation and reporting on the results.

- Competence and affinity for creative writing and editing with an eye for great emails, landing pages, and collateral
- Strong team player with desire to contribute to our positive, can-do, high-performance culture
- Intimate understanding of traditional and emerging marketing channels
- Excellent communication skills; Ability to present plans and talk strategy with internal clients
- Attention to detail and demonstrated ability for accuracy and thoroughness in all communications
- Ability to think creatively and innovatively
- Budget-management skills and proficiency
- Professional judgment and discretion
- Analytical skills to forecast and identify trends and challenges
- Proven experience in using HTML, content management systems (e.g. WordPress), email platforms (e.g. MailChimp) and relationship management software (e.g. Salesforce), and video editing software (e.g. Adobe).
- Ability to problem-solve and work independently in a changing and multi-tasking environment with numerous deadlines.
- 3-5 years of experience in a marketing role, preferably in a nonprofit or tech company