



**Position Description: Program Marketing Manager**

**Location:** Brooklyn, New York

**Supervisor:** Vice President, Marketing

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### **NPower**

NPower is a high-performing leader in providing pathways to successful digital careers for youth from underserved communities and veterans across the US and Canada. NPower's award winning training programs use curriculum informed by senior industry leaders and labor market trends. On average, NPower graduates 85% of enrolled students, places 100% of graduates in paid internships and has over an 80% rate of success for employment or continued education within 6 months of graduation.

We address many of the primary barriers that our young adult and veteran communities confront. Beyond free technical classes, our career training programs provide in-demand certifications within weeks, paid internships, professional networking and mentorship with business leaders, soft skills coaching, connection to social services, job placement assistance, transit assistance and an opportunity for graduates to give back to the program via our professional volunteer network. We provide ongoing career coaching, advanced certifications and leadership development for our alumni, ensuring that we are developing true pathways for long-term success for our students.

Over the past decade, NPower has developed a robust network of Fortune 500 companies, mid-sized enterprises, government agencies, staffing firms, and a network of nonprofit partners that host our interns and hire our graduate's fulltime.

### **Position Summary**

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

## **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

## **Compensation**

- Commensurate with position and experience

## **How to Apply**

Please submit a cover letter and resume via email to: [binta.joseph@npower.org](mailto:binta.joseph@npower.org)

*As an equal opportunity employer, NPower encourages diversity and does not discriminate in employment on the basis of age, race, color, creed, gender, religion, marital status, national origin, disability, or sexual orientation.*