



Title: Director of Marketing Operations

Location: Brooklyn, New York

Direct Supervisor: Vice President, Marketing

The Director of Marketing Operations will serve as NPower's marketing efficiency evangelist: finding tailored solutions to meet the marketing objectives across the organization, elevating the brand, lead generation and enriching conversations. Focused on constant improvement: "how do we do this better, smarter, and faster?"

Job Responsibilities

TOOLS & TECHNOLOGY

- Spearhead tools and technology innovations to streamline and enhance the work of the NPower marketing department
- Research, present and implement creative marketing solutions with a focus on cohesive adoption across teams and regions
- Build and nurture a dynamic marketing automation system to cultivate recruitment, development and placement leads & contacts
- Identify opportunities to increase efficiency for outreach and communication – constantly asking: "are we presenting information in the best way possible for each audience?"

CONTENT MANAGEMENT

- Organize and catalogue marketing assets and content including stories, video, photography, copy and creative.
- Serve as the go-to marketing partner for the data analytics team – diving deeper into the data to find meaningful insights. Understand and document the nuances and process for marketing team data fluency. Improve automation capabilities with Salesforce for reporting and contact management
- Support messaging audit and refresh – research, brainstorm, evaluation and implementation
- Lead website improvements and utilize current UI/UX learnings and trends

NATIONAL MARKETING

- Guide and execute national marketing campaigns including #GivingTuesday and year-end fundraising
- Refine grant marketing deliverable tracking process
- Manage communications for existing donors, volunteers, corporate partners and sponsors including: branding obligations, recognition requirements, progress updates, newsletters, etc.
- Develop organization reports and papers (annual report, case for giving, impact reports etc.)

EVENTS

- Lead annual gala logistics and planning. Support the efforts for all teams involved – development, partnerships, marketing, operations, and executive leadership team
- Support and coordinate national and special-initiative events
- Optimize company-wide event marketing process from invite to RSVP to event content to guest follow-up



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, veteran organization or tech company

What NPower can do for you?

- Invest in your professional development
 - Allows access to LinkedIn Learning workshops
 - Grants appropriate trainings of your choice
- Discounts to theme parks, concerts, movies, and vacation packages (Plum Benefits)
- Benefits Package: 15 days of PTO, 12 Sick Days, 12 Holidays and 3 Personal Days
- 403(B) Retirement Plan with company match
- Contributes between 80-95% of premium costs toward three medical plan options

Ready to apply?

Please submit a cover letter and resume via email to: binta.joseph@npower.org

As an equal opportunity employer. We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.