



Marketing and Digital Strategy Manager

What we do:

Think about the first time someone recognized in you a spark, a talent you hadn't yet seen in yourself. Remember the way your heart exploded when you felt the power of what you could do and be. At Street Business School (SBS) we help women living in extreme poverty feel that feeling by turning their spark into a fire of purpose. SBS is an award-winning non-profit, igniting the impact of other organizations by equipping them with our one-of-a-kind entrepreneurial training, for women of all ages, proven to triple their income and lift their families out of poverty with dignity. And it all starts with a spark.

Who you are:

Are you a digital marketing professional with experience in inbound marketing? Do you love design and finding the perfect way to optimize your content? Do you have experience with SEO and love A/B testing, taking action based on your results? Are you creative, resourceful and always thinking about how to make your marketing better? If you have extensive experience with Mailchimp and Wordpress, if you have organizational skills and an attention to detail that is the envy of your peers, and if you have a passion for constantly improving and optimizing marketing strategies then SBS is looking for you. As our Digital Marketing Strategist you will put all your digital passion to good use by implementing our inbound marketing strategy and contributing to the success of our global brand and communications strategy.

What we'll do for you:

- You'll be challenged, you'll be inspired, and you'll be proud to see your spark igniting the world.
- You'll have cool and meaningful work that will advance your skills.
- By supporting the global expansion of our Street Business School, your work will empower 1 million women to lift their families out of poverty.
- You will have some flexibility to work remotely.
- You may even get a chance to go to Uganda to see our programs in action.
- You'll have great time off benefits, including a paid, organization-wide closure over the holidays.
- You'll receive an employer match when you contribute to the company sponsored Simple IRA.
- You'll have full coverage benefits including health, dental, vision and life.

What you'll do for us:

This position will oversee all aspects of our digital communications, including website, paid search, email, re-targeting, audience segmentation, search engine optimization, mobile, social media, and website traffic and reporting. The Digital Marketing Strategist is a critical new role in our organization because s/he will be the spark for our lead generation channels, increasing visibility, and contributing to increasing revenue from both programs and philanthropic activities.

Oversee digital channels including email marketing, social media, and web

- Develop and implement data-driven digital strategies aimed at the growth, cultivation, retention, and deepened engagement of our partners and donors.
- Build and execute all email marketing campaigns in Mailchimp, including content creation, scheduling, optimization, and reporting.
- Deploy sophisticated lead nurturing and list segmentation strategies.
- Develop, update, and optimize the organization's website on Wordpress.
- Grow organic website traffic and increase email conversions.
- Build and administer high performing landing pages and optimize user experience.



- Create social media content that is creative, strategic and timely. Content should be targeted to a variety of audiences including but not limited to US-based philanthropists and Executive Directors and field staff of non-profit organizations based in the global south.
- Manage paid social media, including hyper-targeted posting, reviewing performance and re-targeting as needed.
- Utilize strong analytical ability to evaluate end-to-end partner experience across multiple channels and touch points.
- Propose and implement new inbound marketing campaign ideas.

Create content:

- Create content and oversee collateral design to ensure a cohesive and world-class look and feel in messaging.
- Drive the creation of content for digital marketing campaigns, including copy and design, ensuring the consistency of the brand.
- Develop content calendar and lead nurturing campaigns.
- Convey and uphold brand standards across all print and digital pieces.
- Oversee photography and video production, editing, selecting, and posting.
- Work directly with our Uganda Communications team, sourcing content coming from the team in Uganda.

Drive Revenue through Enrollment of Partner Organizations:

- Create multiple strategies in many channels to promote the Street Business School Immersion Workshops to qualified candidate organizations throughout Africa and globally.
- Create outreach strategies and campaigns to bring in new organizations to attend Immersion Workshops each year.
- Support thought leadership and increased visibility to build in-bound marketing strategy.
- Create digital marketing strategies to build audiences of qualified applicants who meet the demographic profile of our Global Catalyst Partners.
- Collaborate with the entire team to leverage cross-department opportunities that hit multiple goals (driving applications, thought leadership, visibility, fundraising).

Analyze data:

- Monitor and report on all digital marketing KPIs and ROI.
- Identify trends and insights, and optimize spend and performance based on the insights.

Other:

- Stay up-to-date on emerging trends and technologies, bringing fresh, new ideas to marketing programs.
- Maintain regulatory compliance.
- Manage other duties as they arise and as we dream them up together.
- Hire and manage a part-time Communications Associate to implement campaigns in support of the organization and other SBS teams individually.

What you'll need to do this job:

- 5 years previous digital marketing experience preferred.
- 3-5 years of experience working with Wordpress, including building pages, optimizing, SEO best practices, blog optimizing and posting.
- 3-5 years of experience with MailChimp as an email marketing platform, including lead gen forms and social media campaigns.



- Experience with paid advertising on social media platforms.
- Commitment to metrics and tracking progress, including a proven ability to implement data-driven strategies and sophisticated testing efforts.
- Ability to handle multiple projects and campaigns simultaneously with excellent organizational skills, high attention to detail, and clear communication skills (verbal, written, and interpersonal).
- A facility with storytelling including strong writing and proofreading skills and good design/visual instincts.
- A high level of creativity with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Previous experience managing employees to support them in being productive, proactive, and engaged.
- A positive attitude, desire to learn, and a sense of humor.
- Demonstrated understanding of and ability to engage diverse audiences including those in rural areas outside the US where English is not the first language.
- Unstoppable passion for staying current on new trends and using them to amplify SBS' mission.
- Ability to set and meet tight deadlines as well as the ability to prioritize and continuously communicate priorities to stakeholders from a variety of departments.

Compensation:

This is a full-time position with a beginning salary range of \$68-72,000 annually depending on experience. Preference is for someone local in the Boulder, CO area who can be in the office 1-2 days each week, but we are open to full time remote for the right candidate. Benefits are great including health care, dental and vision benefits, participation in a retirement savings plan, paid vacation, sick time, and holidays, including an organization-wide paid holiday closure. We encourage applications from diverse candidates of all sorts.

Please apply:

Please shoot us an email letting us know where you heard about us and how working for us would be a dream come true for you. Please also send your resume and examples of your work (to show us how we'd be crazy not to talk to you) to jobs@StreetBusinessSchool.org with ***"Marketing and Digital Strategy Manager"*** in the subject line. While we love, love, love initiative on the job, no phone calls please. Qualified candidates will be contacted for an interview.