

Crowden Job Description

Digital Marketing Manager

version: February 13, 2025

Position Summary

The Digital Marketing Manager is a full-time staff member reporting to the Director of Advancement. This role is central to driving Crowden's marketing strategy to expand awareness and enable growth in student enrollment and earned and contributed revenue. This role will oversee implementation of paid advertising (digital and print), press relations, email communications, and all social media content creation and digital community engagements. Success will be measured via increased pipeline of inquiries and visitors to Crowden, community engagement via Crowden's social media channels, press appearances, and data & analytics reports showing greatly increased traffic to our website, YouTube, and social media channels.

Salary: This is an exempt position, full time onsite at Crowden in Berkeley, with an annual salary of \$75,000 - \$80,000 DOE

Essential Responsibilities and Duties

- Work with Crowden admissions, development, and community programs leads to develop, maintain, and execute a multi-channel digital marketing strategy/plan for each focus area
- Oversee, manage, and maintain Crowden digital channels: paid media, Crowden website, Meta (Facebook, Instagram), YouTube, Google Ads, analytics and reporting, and SEO/SEM projects
- Lead social media, blog, and email strategy and collaboration of content and messaging with Crowden leadership members
- Be the primary point of contact (POC) for 3rd party agencies, vendors, and business partners/channels for marketing projects
- Design, create, produce, and manage content assets for email, photography, video, social media, blog, and print uses
- Produce and maintain email communications and press/editorial calendars collaborating with department leads
- Manage and maintain email campaigns, lists, and collaborate with departments on email segmentation strategy and list building
- Design and oversee print materials projects, including direct mail, brochures, event invitations, publications (ex. Annual Report)

Qualifications

- Excellent written and communications skills
- Creative thinker with strategic mindset, the ability to generate new ideas, and drive alignment
- Bachelor's degree in marketing, communications, or similar is required
- 3-5 years' minimum experience in digital marketing strategy & implementation is required
- High proficiency in digital tools, paid media and analytics (paid social, search, SEO, Google analytics, SEM)
- Artistic and adept at graphic design and proficient with InDesign, Photoshop, Canva, or the like
- Excellent organizational skills and attention to detail with strong degree of self-direction
- Experienced at generating, editing, producing video clips, content, stories for social media
- Experience in a school setting or educational environment is preferred
- Passionate about Crowden's vision, mission, and impact
- Appreciation for classical music and a connection to music education is preferred
- Ability to work occasional evenings and weekends for meetings and events

To Apply:

- Find this job opening on INDEED and submit your application with a cover letter and resume. Or, send an email to dstair@crowden.org with subject line “Digital Marketing Manager Application”, and include cover letter and resume. Applications without a cover letter will not be considered.