



Title: Digital Marketing Manager/ Content Development

Salary: \$60,000 /yr

Email resumes: jobs@ndriresource.org

Summary

Reporting to the Director of Marketing & Communications, the Digital Marketing Manager is responsible for the planning, implementing and monitoring of NDRI's digital marketing strategies to advance NDRI's mission, services and branding. Responsibilities include but are not limited to planning digital marketing campaigns, including web, SEO/SEM, email, social media, advertising, and maintaining NDRI's social media presence across all digital channels. He/she will be responsible for creating NDRI's content goals and strategies through presentations, social media content, videos, blogs, and web graphics and measuring and reporting on the performance of all digital marketing campaigns. He/she will have demonstrated competency with best practices in online marketing and measurement.

Responsibilities:

A. Digital Marketing

- Plan and execute all digital marketing including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Collaborate with the Marketing & Communications Director to design, build and maintain the NDRI social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on findings.
- Develop, test and execute new and creative growth strategies.
- Utilize analytics to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

B. Content Development

- Collaborate with the Director of Marketing & Communications to research, write, and edit information for publication across all NDRI digital marketing platforms.
- Manage NDRI's website to ensure content is current, accurate and provides an excellent user experience; develop and implement new features as needed.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate.
- Create monthly editorial calendar for NDRI's website and social media platforms in collaboration with Scientific Services, Tissue Source Sites, and Strategic Initiatives departments.
- Develop video content for utilization on all platforms.

C. Education/Experience

- Bachelor's degree in Marketing, Communications or a related field with a minimum of two years' of experience in digital marketing or social media marketing.
- Excellent writing and editorial skills are required.
- Highly creative individual with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Solid knowledge of and experience with website analytics tools (e.g., Google Analytics, SEMrush, ClickDimensions).
- Experience in setting up and optimizing digital marketing campaigns.
- Working knowledge of HTML, WordPress, and JavaScript development and constraints.
- Strong analytical skills and data-driven thinking.

AAP/EEO Statement

NDRI provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, NDRI complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training. NDRI expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status