

Digital Marketing Manager

Pathways LA gives back to the community. We pride ourselves in strengthening low-income and vulnerable working families, promoting high quality early care and education services for children of all abilities, developing knowledgeable early care providers, and promoting economically resilient communities.

If you're a stickler for details, have a critical eye with a creative touch and are excited about embracing new challenges, then we'd like to learn more about you! With dedicated focus, you will be responsible for creating and executing digital and mobile outreach initiatives to drive community awareness, attract new clients, and increase fundraising.

Responsibilities:

- Collaborate with staff from other departments to create content for posts, campaigns, and blogs.
- Design and maintain a digital communications platform that integrates the company's website, landing pages, email marketing and social media sites
- Coordinate activities and oversee quality of work by graphic and web design contractors
- Create, test, and optimize digital communication and fundraising campaigns for brand awareness to attract new clients and increase fundraising
- Analyze web traffic and email marketing metrics and suggest solutions to attract new clients and increase fundraising
- Create regular social media postings (3-4/week) and manage social media initiatives ensuring that messages fit with overall brand image and marketing objectives
- Develop strategies to grow email lists and followers on social media sites
- Manage communications calendar, email lists, auto responders and routing of online inquiries
- Analyze web traffic and email marketing metrics and suggest solutions to attract new clients and increase fundraising
- Monitor search engine optimization (SEO)/search engine marketing (SEM), and fund development performance metrics to forecast trends
- Perform other duties as assigned

Knowledge, Education and Specialized Skills:

- Bachelors' degree
- 3-5 years of solid digital marketing and social media experience preferred
- Big picture thinking with attention to detail and excellent follow-through
- Demonstrable experience with SEO/SEM
- Hands-on experience utilizing online marketing tools such as Google ADWords, Google Analytics, HubSPOT, Mailchimp, etc. preferred
- Excellent verbal and written communication skills
- Nonprofit experience in role preferred
- Undergraduate degree in Marketing, Advertising, or relevant fields preferred
- Bilingual (English/Spanish) a plus

Benefits:

We value our employees' time and efforts. In exchange for your hard work and dedication, we offer competitive compensation, medical coverage including health, dental, vision, life and disability insurance. We work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Apply Now:

<http://api.careerbuilder.com/v1/application/applylink?jobdid=j3g79s6q9npzntbb124>