

Center for Child Protection Job Description

Job Title: Digital Marketing Manager

Supervisor: Chief Marketing Officer

Job Summary:

The Digital Marketing Manager will lead our online presence, responsible for shaping and executing digital strategies and campaigns that connect people with the Center for Child Protection. You'll take the lead on building awareness, expanding our digital community, and growing the support we need to continue our vision to end the cycle of child abuse.

This position is perfect for a data-driven, creative thinker who thrives in the nonprofit world, loves storytelling, and is passionate about making a tangible difference.

Minimum Qualifications:

- 5-10 years high-level digital marketing experience
- Proficient in Google Analytics, Meta Ads Manager, email marketing
- Experience in data tracking and metrics reporting
- Strong written and verbal communication skills
- Project management experience required
- Management/supervisory skills and experience working in a team-based setting required
- Project management software experience required
- Multi-cultural marketing experience a plus
- **Must submit portfolio**

Key Responsibilities:

Strategic Experience: Collaborates with Chief Marketing Officer and Marketing Managers to develop and implement the digital marketing strategy for multiple categories; community engagement, events/fundraising, direct service, donor development, etc

Content Leadership: Oversee the creation of compelling content that tells our story, showcases impact, and inspires action. Lead the digital marketing calendar, guiding the production and placement of multimedia content (social posts, email, digital ads, video, blog and more) that resonates with our audience.

Social Media Strategy: Own our social media channels and calendar. Develop strategies to build an engaged community, grow followers, grow reach and expertly manage platforms like Facebook, Instagram, LinkedIn, YouTube and X. Create timely, relevant, and impactful content to foster deeper connections with our constituents.

Email & Automation: Design and manage single and automated email marketing workflows to engage a variety of audiences; parents/caretakers, donors, volunteers, and more. Ensure personalized and segmented communications that foster relationships and drive conversions.

SEO/SEM & Web Optimization: Lead efforts to optimize our website and online presence for search engines and user experience. Use data to continuously improve site navigation, content placement, and digital storytelling.

Paid Digital Campaigns: Launch and manage paid media campaigns, including Meta Ads, and other PPC platforms, to attract new supporters, volunteers, prevention training attendees and donors. Ensure campaigns are on-brand, cost-efficient, and delivering ROI.

Data & Analytics: Use analytics tools (Google Analytics, social media insights, etc.) to track, measure, and report on campaign performance and digital KPIs. Provide regular insights on engagement, reach, and growth, using data to inform future strategies.

Budget Management: Lead digital marketing budget planning and allocation to ensure the most impactful use of resources. Monitor spending and adjust as needed to maximize value.

Cross-Department Collaboration: Partner with multiple internal teams to ensure alignment and maximize marketing impact. Work with external vendors, agencies, and freelancers to supplement in-Center capacity.

Additionally:

1. Maintain a comprehensive knowledge of the mission, core values and vision of the organization and the children's advocacy model
2. Attend regular staff meetings and other community meetings as assigned
3. As needed, provide interview support services via program coverage and volunteer support
4. Follow Center policies and procedures at all times
5. Perform other duties as assigned

Physical Requirements:

Reaching	Occasionally
Handling	Occasionally
Typing	Occasionally
Talking	Frequently
Hearing	Frequently
Near Acuity	Frequently
Vision Accommodation	Occasionally
Color Vision	Occasionally
Field of Vision	Occasionally

Strength: Light Work-Lift up to 20 pounds occasionally

Environmental Conditions:

Noise: 3 Moderate

Work Situations:

Dealing with people
Making Judgments/Decisions

FLSA Status: Non-Exempt

Equal Opportunity Employer

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by their supervisor.

CACTX designates Children's Advocacy Centers as an essential employer.

I have read and understand my job description. I understand that my professional workday will vary to accomplish the Center for Child Protection mandate.

Employee Signature

Date

Supervisor Signature

Date