



Job Title: Marketing Manager

Responsible to: VP, Marketing & Communications

Location: Remote office nationally

Status: Full-time, Exempt

WHO WE ARE:

[Positive Coaching Alliance](#) and [Coaching Corps](#) have merged to become a transformational force in the youth sports field dedicated to optimizing the positive impact of youth sports on young people and their communities. Together, we are working to change the culture of youth sports so that every child, regardless of social or economic circumstance, has access to a positive youth sports experience.

PCA is headquartered in the San Francisco Bay Area and operates via a national footprint of local PCA regions and chapters (located primarily in major metropolitan areas) with committed local boards and regional staff. By partnering with youth sports organizations, professional sports leagues, schools, and other youth-serving organizations, our 70 staff members and over 150 experienced and highly trained PCA Trainers support these partnerships through collaboration and the delivery of innovative tools that communities and youth sports organizations can use to create a positive youth sports culture for all kids, regardless of social or economic circumstance.

POSITION SUMMARY:

We are seeking a Marketing Manager to join our experienced and energetic Marketing Team to essentially be the keystone in the communication of our mission to PCA's constituents. You will utilize your project-management and marketing/social media skill set and experience to execute the operational follow-through aligned with the strategic plan of the organization and the marketing calendar. Within this mid-level role, the time you've invested in learning tools, trends, best practices, as well as overcoming challenges will be leveraged in achieving measurable accomplishments and directing and mentoring interns as available. This role will serve as a traffic controller for incoming requests to organize and then respond to with creative solutions. Join us during a transformational moment in our organizational development as PCA and Coaching Corps integrate following the merger.

The Marketing Manager will demonstrate 3 to 4 years+ professional experience in applying her/his/their strong foundation in marketing to email marketing, social media, and branding. Strong skills in marketing analytics are required, and copywriting experience is important. The ideal candidate can manage remote working arrangements.

KEY DUTIES AND RESPONSIBILITIES:

- Project-manage all day-to-day digital marketing campaigns to various constituent groups across the organization: Work with staff to determine timeline and content for email, website, and social media for campaign, write copy, report on metrics/learnings/stats, pull lists for sending, organizing approvals as needed
- Support regional teams all over the country by creating new and customizing current external communications to ensure brand consistency
- Strategically review marketing campaigns for weaknesses and develop solutions
- Analyze and report on website click, conversion rates, and the overall effectiveness of content and provide recommendations to VP, Marketing & Communications
- Partner with partnership relationship received well, please reach out. I'd like to f roles in the organization to ensure brand consistency throughout the development and engagement process
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development, complete with proposals and recommendations on tactics
- Manage content and updates for company website and the Organization's resource library
- Oversee marketing content calendar and evaluate external communications timing with all departments as needed
- Manage intern(s)/temporary staff as needed: assign tasks, prioritize deliverables, set deadlines, review work, create a great team experience

EDUCATION AND OTHER REQUIREMENTS:

- Bachelor's Degree or equivalent professional-level experience and training in marketing foundations, writing skills, marketing metrics
- Advanced project management skills with a trained ability to triage and prioritize requests
- Previous experience in and able to demonstrate proficiency in website building software: Wordpress/Elementor and/or Umbraco required
- Previous experience in and able to demonstrate proficiency working with email marketing software using Salesforce Marketing Cloud and/or HubSpot required
- Ability to leverage software tools for projects, such as Asana, Google Suite.
- 2-3+ years' experience copywriting for marketing collateral and social media, preferably for a nonprofit
- Collaborative and polished communication style and ability to adjust communication to the audience

COMPENSATION:

- The compensation and benefits package are highly competitive and informed by current non-profit market data.

HOW TO APPLY:

- To express your interest in the position, please submit to careers@positivecoach.org the following:
 - Letter of interest highlighting relevant experience
 - Resume/CV

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