

Marketing + Communications Manager

Reports to: Vice President of Engagement + Educator Experiences

Organization: Mizzen Education, Inc. (501(c)(3) nonprofit)

Location: Remote. Candidates in California, Indiana, Michigan, Minnesota, Georgia, or North Carolina preferred.

Position type: Full-time

Work Schedule: Agreed upon; Travel required 10 – 20%

About Mizzen Education

We are on a mission: to partner with the out-of-school time field to spark curiosity, cultivate joy, and inspire a love of learning among children and youth. In collaboration with youth-serving professionals across the U.S., we pioneer solutions, offer trusted learning content, nurture community, and create transformative educational experiences for youth in every zip code.

Mizzen Education launched as an independent charitable 501(c)(3) organization in October 2023. As a result, the workplace culture is that of a nimble start-up organization with team members proactively establishing systems and processes to support Mizzen Education's growth and development as a high-performing organization. And this is where you come in.

To remain aligned and connected with the needs, opportunities, and continuous quality improvement priorities we have set ourselves, Mizzen Education is looking for a full-time Marketing + Communications Manager to join our nine-person team of passionate out-of-school time professionals. This new role will build upon and lead Mizzen's creative marketing and communication strategy, which will result in community growth and ongoing engagement. We are looking for someone as passionate about education and community as we are and who brings their true self to Mizzen Education.

If you can see yourself in this environment, then check out the job description below.

About the Position

The Marketing + Communications Manager will be responsible for creating and executing strategic marketing campaigns to drive demand, enhance user engagement, and reduce churn. This role involves close collaboration with the Engagement and Educator Experiences team, as well as external contractors, to support growth, retention, and community engagement.

What You'll Do

- **Campaign Strategy & Execution:** Design and implement targeted marketing campaigns across various channels, including digital, email, social media, and events. Develop user journeys and marketing funnels tailored to different personas. Advise on all marketing-related functions, programs, initiatives, etc.
- **Operations Management:** Oversee marketing operations, including the use of HubSpot, various data analysis platforms, and other tools to optimize campaign performance and support the organization's marketing and growth strategy.
- **Content Development and Management:** Lead and manage the digital marketing content creation strategy and resources to inform, inspire, and engage current and prospective Mizzen members. Manage graphic design and copy creation of all marketing and communication assets for internal and external stakeholders, such as funders, prospective users, and content partners.
- **Conversion Rate and User Retention Optimization:** Lead efforts to enhance website performance, including SEO, user experience, and the development of onboarding and win-back campaigns.
- **Partnership Collaboration:** Develop and implement content partnership engagement plans, working closely with various teams to align on strategic goals.
- **Inter-Departmental Cross Collaboration:** Collaborate closely with various Mizzen Education departments, to ensure alignment of marketing strategies with organizational goals. Facilitate communication and coordinate efforts across teams to streamline workflows, share insights, and integrate marketing initiatives with broader company objectives.
- **Support & Miscellaneous:** Provide additional support as needed, including UX/UI plans, assist with organizing marketing workflows, and developing standard operating procedures (SOPs).

Work Environment & Requirements

- Work approximately 40 hours per week.
- Flexible, remote position.
- Manage two to three contractors (graphic design, copywriter, and social media) and staff in the future

What You Need to Succeed

- **Marketing & Communications Strategy:** Proven experience creating and executing multi-channel marketing strategies, managing user journeys, and driving demand through targeted campaigns.

- **Project Management:** Strong skills in managing multiple projects, familiar with tools like Asana, HubSpot, and Canva, and optimizing campaign performance.
- **Content Development:** Expertise in leading content creation, including digital ads, social media, blogs, and email campaigns, with experience managing designers and writers.
- **Analytical Skills:** Data-driven approach to marketing, optimizing website performance, SEO, and conversion rates.
- **Collaboration:** Experience working with cross-functional teams and partners, aligning marketing strategies with organizational goals.
- **Creative & Strategic Thinking:** Ability to think creatively and strategically, focusing on community engagement, retention, and brand growth.
- **Writing & Communication:** Excellent writing and communication skills for various marketing channels, including email, social media, and web content.
- **People Management:** Experience in leading and mentoring teams, managing contractors across time zones, and fostering a positive work environment.
- **Adaptability:** Agile, human-centered approach with the ability to pivot strategies and maintain focus on positive outcomes

What We Offer You:

A work environment that encourages curiosity, growth, and learning alongside a human-centered, collaborative, purpose-driven, and creative group of professionals dedicated to advancing high-quality learning experiences for both educators and the youth they serve.

The salary range for this role is \$75,000 - \$85,000 per year, depending on relevant experience and work history.

Mizzen Education, Inc. offers a comprehensive and competitive benefits package.

- 401k matching
- 10 days paid time off per year
- Holiday pay (26 days in 2024)
- Monthly work from home stipend
- Flexible schedule (during work hours)

Subject to change

How to Apply:

Send a resume and sample portfolio of your work to jobs@mizzen.org – please feel free to be creative and approach this however it best reflects you.

Find us online: www.mizzen.org

- Facebook: www.facebook.com/mizzeneducation

- LinkedIn: www.linkedin.com/company/mizzeneducation
- Instagram: www.instagram.com/mizzeneducation

Equal Employment Opportunity Statement

Mizzen Education's mission statement and core values prioritize a human-centered culture of inclusion for its employees that respects individual strengths, views, and experiences. Mizzen Education, Inc. is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single requirement. At Mizzen Education, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every single qualification in the job description, we encourage you to apply anyway. You may just be the right fit for this or other roles.