Marketing Project Manager

About Us

ProLiteracy is the world’s leader in adult education practice, innovating and building the capacity of literacy programs everywhere—from small community-based organizations to large adult education programs and institutions. By providing comprehensive training and professional learning, accessible research, grant funding, and leading-edge digital and print learning resources through New Readers Press, we advocate for and unleash the power of literacy to transform lives.

Position Summary

The Marketing Project Manager is a member of the ProLiteracy Marketing team and plays a crucial role in the successful delivery of key marketing programs needed to achieve our goals. The Marketing Project Manager coordinates marketing projects from inception to completion, including email and social media campaigns, web and blog content, and print and digital collateral for membership, fundraising, and sales. Responsibilities include developing project plans based on project briefs, resource coordination, meeting facilitation, feedback and approval collection, and coordinating with colleagues and stakeholders within Marketing and across the entire organization to keep projects on track. Additional responsibilities include coordination of print production for marketing collateral, and management and coordination of website updates.

Major Responsibilities

- Develop detailed project plans for all marketing projects, specifying and communicating timelines and resources needed.
- Manage master calendar of marketing projects for the organization to track deadlines, bottlenecks, and department workload.
- Collect and ensure action is taken on feedback provided to move a project forward.
- Schedule and lead regular status meetings and capture notes and action items.
- Support Marketing team and colleagues across the organization in using and working with project management platform; leverage and share best practices with teams and colleagues.
• Assist in the development of processes and procedures to streamline and increase efficiency of marketing operations; document process flows, as needed.
• Coordinate print production for marketing collateral, including requirements gathering, quote procurement, print proofing, and delivery. Maintain relationships with various print vendors.
• Coordinate and manage website content updates and collaborate with Marketing CRM Manager to maintain lead capture functions.
• Support reporting and analysis of website performance, lead capture, and digital campaign effectiveness.
• Perform other duties as assigned.

Minimum Qualifications

• A bachelor’s degree or equivalent in experience
• Excellent project management skills.
• Experience in or working knowledge of marketing operations, including processes, campaigns, creative production, web, content and communications, and analysis.
• Strong communication and interpersonal skills.
• Strong attention to detail and excellent organizational skills.
• Strong analytical and problem-solving skills.
• Strong collaborative skills. Experience working in a team-oriented environment.
• High level of comfort with using and learning digital tools/software to accomplish work, such as project management software, content management software, etc.
• High level of initiative and ownership to ensure successful implementation of projects.

Bonus Qualifications

• Proficiency with WordPress.
• Experience with project management tools and Gantt charts (such as Wrike or Monday.com)
• Experience with Google Analytics and Google Ads

Job Location, Compensation, and Benefits

ProLiteracy’s headquarters is based in Syracuse, New York. This position has a hybrid schedule and will require being in the office three days a week.

The salary is competitive and commensurate with experience with a generous benefits package. The exact salary that will be offered will be determined based on a consideration
of the successful candidate’s skills, experience, and geography and aligned with ProLiteracy’s compensation policies. The range is $50,000 to $55,000.

We are looking for a motivated candidate with excellent project management and communication skills. We are seeking a diverse pool of candidates. Please send cover letter and résumé to hr@proliteracy.org.

ProLiteracy believes every adult has the right to literacy. Our mission is to help adults gain reading, writing, math, and digital skills, with the intent of giving them the power to impact major social issues and change the world around them. We believe education leads to equal opportunities, liberties, and protection under the law, and that we must stand up against bigotry, racism, and hatred. ProLiteracy is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.