

# Senior Director of Marketing

## About Us

ProLiteracy Worldwide is an educational organization that champions the power of literacy through its programs, digital and print tools, training and professional development services, research, and advocacy. ProLiteracy works together with members, partners and the adult learners they serve, and with local, national, and international organizations that have common missions, goals, and objectives. The organization is instrumental in building the capacity and quality of programs teaching adults to read, write, compute, use technology, and to learn English as a new language.

## Position Summary

The Senior Director of Marketing is responsible for developing integrated, multi-platform marketing programs that advance ProLiteracy sales, fundraising, advocacy, and thought leadership in adult education. The Senior Director of Marketing must have an understanding of the full range of marketing channels and the ability to combine that with excellent analytic and communication skills. They will bring solid teamwork skills to their work with department leads and colleagues across the organization. The Senior Director of Marketing also will bring a deep understanding of marketing automation and CRM (Salesforce) tools to lead the strategic management and use of data systems for lead management, campaign management, and reporting and analytics. They are a hands-on team member who contributes daily to the marketing team's development and execution of marketing tactics that support the overall strategic vision of ProLiteracy.

## Scope of Work

- Leads and develops marketing team members and fosters a culture of collaboration, planning, and effective communication to deliver organizational strategic goals and plans.
- Oversees marketing plans and manages campaign deliverables, directing content creators, creating alignment across all internal stakeholder groups, managing budgets, and reporting on key performance indicators.
- Leads the design, development, and implementation of multi-channel marketing plans that include email, social, web, and other digital content, as well as print and other collateral to support marketing and education campaigns.
- Work with product/publishing, programs, and development departments to develop high level key messages for campaigns and translate these messages into

campaign assets, including social media posts, email copy, landing page content, and paid digital copy.

- Builds product launch and GTM plans, marketing goals, processes, and frameworks for print and online instructional materials. Identify metrics across marketing campaigns to evaluate effectiveness and overall campaign performance; provide analysis and report to internal stakeholders; adjust future tactics and campaigns as needed.
- Leads the ongoing maintenance of and user support for CRM and marketing automation data systems (Salesforce and HubSpot); manages external consultant contractor(s) to accomplish work. Facilitates strategic use of data systems across the organization and coordinates system enhancements with external consultant.
- Oversee the overall creative design and execution of marketing of ProLiteracy. Tasked with driving conference attendance, media coverage, and audience engagement through creative, targeted marketing efforts.
- Translate campaign performance and marketing assessments into strategic opportunities for innovation and growth.
- Establish and implement repeatable and scalable processes and project management for marketing campaigns.
- Collaborate cross-departmentally to establish and maintain a consistent brand and constituent experiences across all platforms.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Participate in the preparation of the annual operating budget for the marketing division. Monitor and control actual performance against the annual budget.

## **Education And Experience**

- 5-10 years' relevant experience in a similar role managing a marketing team.
- Bachelor's degree in business, marketing or a related field required.
- Solid background in communications/marketing and digital marketing.
- Strong writing skills with the ability to draft content for a variety of platforms. Strong organization and management skills required.
- Deep experience with relevant tools: Google Analytics, Google Ads, content management systems, CRM systems (e.g. Salesforce), marketing automation tools (E.g., HubSpot, Salesforce Marketing Cloud), project management software (E.g., Wrike, Asana), social media platforms (Facebook, Twitter, LinkedIn, Instagram, and YouTube).
- Strong analytical experience in developing digital marketing metrics.
- Ability to work effectively across functions and teams.
- Experience in using content strategies to establish industry and market leadership and marketing, strategy, or growth marketing for SaaS/ enterprise technology companies desired.
- For-profit and/or non-profit experience welcome.

Salary is competitive and commensurate with experience. The salary range for this role is \$125,000 - \$140,000 with a generous benefits package. The exact salary that will be offered to the Senior Director of Marketing will be determined based on consideration of the successful candidate's skills, experience, and geography and aligned with ProLiteracy's compensation policies.

ProLiteracy's headquarters is based in Syracuse, New York. We are open to remote candidates with the ability to travel.

Please send cover letter and resume to [hr@proliteracy.org](mailto: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.