

Position Description

Title: Digital Marketing Manager
Department: Marketing & Communications
Reports to: Director of Strategic Communications

About the Organization

Over the years, Upwardly Global has supported thousands of immigrant professionals in transitioning from career exclusion to quality, thriving-wage careers through its customized program and holistic approach to integrating skilled immigrants into the US job market. Upwardly Global is a data-driven, innovative organization with a bold vision and a fearless spirit operating out of four major US markets and providing remote services to several parts of the country. It is unwavering in its commitment to a diverse and inclusive culture where every voice matters.

Position Overview

The Digital Marketing Manager will share the incredible stories connected to our organizational work in a compelling, exciting, and relevant fashion to support our building community and donor connectedness. This individual will work with an internal group of stakeholders to cull strong stories, events, data insights and other “newsworthy” subjects, and work with staff to strategize and help implement a plan for dissemination across social media, website, email and other distribution mechanisms -- including liaising with Director of Strategic Communications on media dissemination. The individual is expected to be a strong project manager, capable of tracking multiple assignments from start to completion on deadline. This individual is expected to apply a strategic lens to their work and contribute to a culture of innovation within the organization.

Essential Duties & Responsibilities

- Lead and/or solicit input from an internal communications committee of key stakeholders in the organization who can cull stories and data to be shared out; join an external communications committee to build learnings and capacity.
- Plan, curate, write, and publish content across Facebook, Instagram, Twitter, LinkedIn, and YouTube, and on the website and through email/newsletters.
- Lead overall social media strategy based on collected insights and emerging trends with the goal of increasing followers, engagement, impressions and brand awareness.
- Lead the social media end of various fundraising initiatives including campaigns and the annual gala.
- Handle community management and daily interaction with social media followers and email responses.
- Monitor metrics and provide monthly reports on social media and website performance
- Design graphics for social media and other organizational needs (ex: flyers, newsletter headers, Classy pages, website banners, etc.)
- Edit, update and create new website pages as needed, and build a blog for regular content sharing.



Knowledge and Skills Required

- Bachelor's degree in a related field preferred.
- Strong copywriting skills along with demonstrated experience in multimedia content creation, including strong language, graphic design, and video production.
- Knowledge of using tools like Sprout, WordPress, Mailchimp, Canva, and Salesforce. Photoshop and InDesign skills are a plus.
- Excellent written and oral communication skills.
- Strong project and time management skills
- Ability to meet deadlines and manage multiple priorities
- Experience working with immigrant communities, bilingual/multilingual abilities a plus.
- Experience working in a nonprofit is a plus.
- Experience building successful marketing and fundraising campaigns a plus.

Work Environment/Physical Requirements

- Requires the ability to travel locally, regionally and nationally
- Must be available to work evening events and to occasionally work weekends

Salary Range Disclaimer

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including but not limited to location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include paid time off policy, hybrid or remote work schedule, medical/dental/vision insurance, short-term disability insurance, life insurance and retirement plan with employer match.

Salary Range Transparency:

Upwardly Global is deeply committed to building a workplace where inclusion is not only valued, but prioritized. We're proud to be an equal opportunity employer, seeking to create a welcoming and diverse environment.

Salary Range Transparency:

- Central Region: \$70,000 - \$90,000 USD per year
- Western/Eastern Region: \$85,000 - \$105,000 USD per year

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Interested candidates should apply by clicking [here](#) and submitting a [resume and either \(3\) samples or portfolio showcasing proficiency in creating engaging content across various platforms](#)

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.