

Marketing Manager

CED is seeking an experienced Marketing Manager. If you want to be a part of a dynamic and fast-paced work environment centered in the local entrepreneurial ecosystem where resources come together to assist the next successful start-up, then this role is for you. Join our growing team where you hold reins in executing CED's brand strategy to accelerate innovation, growth and customer value across our network.

Responsibilities:

- Co-design marketing plans and strategies, in conjunction with the Director, Customer Experience, and execute annually
- Create press releases, advertisements, and other marketing material in print and online formats
- Administer our brand including guideline enforcement, internal communication templates, and branded external communications
- Develop and edit web content (experience with Drupal is a plus)
- Create and execute a social media strategy
- Create presentations, signage and event materials (sponsor packages, presentations)
- Design digital communications for multiple audiences, including newsletters and event invitations
- Work cross-functionally to develop targeted content for multiple customer segments
- Design and execute targeted email campaigns, manage email lists, and templates
- Provide ongoing metrics as a means of analyzing, maximizing and improving web traffic, online and targeted-marketing opportunities
- Design and prepare annual reporting including Funding and Network Engagement report

Must haves:

- 2-4 years experience in a marketing role
- Proficiency in Adobe Creative Suite: Indesign, Photoshop, and Illustrator
- Proficiency in GSuite, Microsoft Office, and other PM tools
- Experience working in Salesforce, Mailchimp and Drupal
- Excellent written, editorial and copywriting skills
- BA/BS in Marketing, Communications or Business with a marketing focus
- A desire to grow professionally in a collaborative team setting



Nice to have:

- Experience with creating content strategies
- Experience with event marketing
- Experience developing marketing metrics

Some **personal qualities** we find attractive at CED are an adaptive nature, intrinsically motivated, coachable with a strong desire to learn, data/metric capable, action-oriented, and highly collaborative. A sense of humor and happy disposition is welcomed, too.

It's **good to know** that CED is a nonprofit organization that offers competitive salaries, medical and dental benefits, a Simple IRA plan, and more. Currently, we are located in downtown Durham on the American Tobacco Campus. In late September 2018, we will be relocating to the growing Frontier Campus in RTP to better serve our customers across the Triangle.

How to apply for this role: please draft a cover letter that explains your interest in CED, why you are pursuing a career in marketing, and why this particular role is an ideal fit for you. Bundle that with your resume and send to Kelly Rowell, Director of Customer Experience, at krowell@cednc.org. And just so you know, there is always extra credit for creativity.