



## 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:

- 3-4 yr. 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. We are centrally located at The Frontier in RTP.

**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](mailto:krowell@cednc.org). And just so you know, there is always extra credit for creativity.