



Job Description: Manager of Marketing, Data and Analytics

SUMMARY

Pretty Brainy empowers girls and young women to access, engage and have experiences in STEAM that shift how they see themselves, their capabilities, and their opportunity to make a difference in their communities and world. A nonprofit organization, Pretty Brainy values its partnerships with K-12 educators, institutions of higher learning, mission-driven organizations, and innovators and leaders among our corporate citizens.

Through digital story-telling in words, images, and creative approaches, Pretty Brainy's Manager for Marketing, Data and Analytics has accountability for the following —

Data Management, Processes, and System Innovation

- Collaborate in creating new or updated processes, take the lead on data maintenance, and create or update user-facing tools including surveys, forms, landing pages, auto-responders, and more.
- Provide support for team members for issues with PrettyBrainy.com and the organization's presence at ColoradoGives.org and similar sites.
- Research and implement best practices to help Pretty Brainy reach its goals.

Email Strategy and List Segmentation

- Take the lead on data and list structure and establish efficient processes for delivering tailored messaging to constituents.
- Provide strategic guidance and maintain best practices for automated email series.

SEO, Website Management, Ad Strategy

- Create and manage the organization's digital ad strategy across platforms, emphasizing Google Adwords and leveraging Google for Nonprofits.
- Ensure SEO, organic SEO, and web best practices are maintained and followed by team members; maintain website style guide; craft and execute metadata; stay up to date on Google's algorithm.
- Update existing and create new web content, with the goal of successful UX and UI.

Analysis, Project Management, Strategy

- Take the lead in data analysis to understand ongoing audience engagement and retention. Provide insights for continual improvement.
- Collaborate in planning the annual marketing strategy.
- Implement marketing plans for focus areas, including creating and managing marketing calendar.
- Document marketing processes.
- Support diversity and inclusion through outreach, cultural humility, and the inclusion of diverse leaders.

Administration

Administrative support to benefit the entire organization, as needed.

Requirements and Qualifications

- Minimum 3+ years of relevant work experience in marketing and communications.
- Google Analytics Certification preferred.
- Top verbal and written communication skills.
- Exceptional critical thinking.
- Demonstrated commitment to advancing women and girls in technology and STEAM.
- Demonstrated knowledge of data analysis, including experience leading data analysis projects – from conception through to completion.
- Demonstrated knowledge of and experience with data management, particularly as it relates to email communication and segmentation.
- Demonstrated knowledge of marketing processes and the ability to take a project from idea to actionable plan to execution.
- Self-motivated and comfortable with a small, non-profit environment: ability to use limited resources efficiently and effectively.
- Demonstrated experience with SEO and website management.
- Proficient in Excel, Word, PowerPoint, Office 365 applications, Adobe Creative Suite, and other software, as required.

Salary and Additional Information

The Manager of Marketing, Data, and Analytics is a part-time position, with the potential to be expanded to full time as the organization grows.

We ask candidates to answer the following questions in their application packets:

- What inspires you to work in this industry?
- If you were given one year to do whatever you want, what would it be?
- What is the most interesting or enjoyable book you've ever read and why?

This is a part-time position with a guarantee of 20 hours a week minimum time, flexible scheduling, and the opportunity to work remotely. Compensation is set in the range of \$20.00 to \$25.00 per hour, depending on qualifications and experience. We currently do not offer a benefits package. The Manager of Marketing, Data, and Analytics reports to the CEO. Job class is exempt.

To Apply

Email a tailored letter of interest, resume, and writing sample in one combined PDF, with the subject line “[First Name][Last Name] Manager of Marketing, Data, and Analytics,” to Heidi Olinger at heidi@prettybrainy.com. Pretty Brainy will review applications on a rolling basis. Our goal is to bring a new team member on board in fall 2021 or when we have identified the right candidate for the job.

No phone calls, please.

Pretty Brainy is a 501(c)(3) non-profit organization that values inclusion, diversity, belonging, and well-being in our workforce. We are an equal opportunity employer and encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, family status, citizenship, disability, veteran status, arrest or conviction, or any other factor protected by law.

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