



Senior Marketing Manager

About the Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our goals over the next ten years are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity-building, convening, and strategic communications. We approach our work in an evidence-based, bipartisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about if and when to get pregnant; 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures; 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods; 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live; and 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education.

Introduction & Job Description

The National Campaign seeks a Senior Marketing Manager who will be responsible for leading and implementing marketing strategy and activities that elevate and enhance the organization and its brand. The Senior Manager will be the organization's primary brand curator and, in this role, build broader engagement with the organization among its current and future partners and audiences, including donors. We are looking for an individual who is energetic, outgoing, creative, and who has a strong ability to build productive relationships across constituencies. This is a new position within the organization will report to the Vice President, Marketing and Communications.

Specific skills required:

- Create marketing programs that generate sustained and new engagements for The National Campaign that, in turn, lead to engaged partners.
- Drive the creation of brand messaging strategies and content marketing that position The National Campaign as a leader.
- Develop and implement an integrated strategic marketing plan(s) to advance The National Campaign's brand identity and broaden awareness of its programs across key stakeholder audiences.
- Working with the digital and communications teams, plan and execute creative data-driven campaigns.

- Develop and maintain strong relationships with like organization, advocates, sponsors, media partners, and funders.
- Tap into digital opportunities on Facebook and other social platforms, such as Twitter, Instagram, and Snapchat.
- Create marketing strategies that allow our development team to cultivate and enhance meaningful relationships with targeted audiences and influencers.
- Work to ensure that consistency in brand voice is maintained throughout The National Campaign’s materials, programs, and online properties.
- Build the capacity of the Board and staff to serve as effective brand ambassadors for the organization.
- Develop marketing strategy for new and existing Campaign products.
- Produce exceptional marketing ideas and assist in executing Campaign events.

Qualifications

We are looking for someone who will think big, embrace innovation, and seek new ways of addressing issues. S/he will be collaborative and proactive; value diversity of thought, backgrounds, and perspectives; be responsible, conscientious, adaptive, and resourceful. S/he will be able to comfortably embrace a non-ideological, “big tent” approach to unplanned pregnancy prevention and be passionate about creating a culture in which all children can thrive. Demonstrated experience in marketing communications and or integrated marketing with a nonprofit or NGO organization and experience with current marketing communications trends and practices required.

The ideal candidate will hold at least a Bachelor’s degree with 8 to 10 years of relevant work experience. S/he will have a passion and skill for marketing, and must be able to build relationships, follow through, meet deadlines, and be organized. Must be a self-starter who can solve problems creatively, multi-task productively, and pay meticulous attention to details.

Salary and benefits

This is exempt position. Salary is commensurate with experience and The National Campaign has an excellent benefits package including health, dental and vision insurance, 403b, flexible spending accounts, flexible work schedules, and generous leave.

The National Campaign is an Equal Opportunity Employer and encourages qualified bi-cultural, and minority candidates to apply.

Please send a cover letter, resume, a writing sample, and salary history to:
recruitment@thenc.org

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The National Campaign to Prevent Teen and Unplanned Pregnancy
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