
Marketing Manager**Position Reports To: Chief Strategy Officer****POSITION SUMMARY**

The Marketing Manager at the Community Education Building (CEB) is responsible for the implementation of CEB's marketing strategy. The Marketing Manager manages CEB's marketing process, from research and planning to execution and analysis. The Marketing Manager will coordinate and develop marketing policies, programs, and campaigns. This is a full-time, salaried exempt position eligible for full benefits and onsite parking.

KEY ROLES AND RESPONSIBILITIES

The Marketing Manager's key responsibilities include the following areas and may be changed at any time based on the needs of the CEB:

- With the CSO maintain a strong, recognizable, and resonant brand.
- With the CSO, develop a set of master key messages for the CEB, as well as modified key messages for donors, foundations, schools, potential tenants, parents, students, and the community.
- Oversee the implementation of the marketing plan to achieve organization goals related to CEB's brand, occupancy, and fundraising.
- Identify, create, plan, and coordinate activities and events to achieve organization goals related to CEB's brand, occupancy, and fundraising.
- Create structures and systems for gathering stories of impact and turn them into compelling narratives.
- Conduct stakeholder research (surveys, focus groups, interviews) to better understand our stakeholders, particularly, those accessing our services, potential tenants, and potential investors.
- Conduct market research to identify our target market, competitors, differentiators, and market opportunities.
- Maintain a current and forward-looking competitive landscape.
- Gather and analyze information to identify new potential tenants and donors.
- Manage the marketing calendar to ensure a good mix of original and repurposed content across multiple channels.
- Produce approved content for placement in letters, emails, newsletters, websites, and social media outlets.
- Negotiate contracts for services needed (website, collateral) to execute a marketing strategy.
- Support the Senior Executives and business developer in building and maintaining relationships with all stakeholders.

SUPERVISORY RESPONSIBILITY

This position directly supervises the CEB Community Coordinator, all marketing contractors, and seasonal marketing interns.

PERSONAL TRAITS AND STRENGTHS

- Excellent verbal and written communication skills
- Excellent interpersonal and customer service skills
- Excellent organizational skills and attention to detail
- Strong analytical and problem-solving skills
- Strong supervisory and leadership skills
- Self-Motivated
- Versatile
- Able to obtain stakeholder buy-in on new, complex or challenging ideas
- Able to manage multiple tasks simultaneously to consistently meet timeframes and deadlines

- Willing to assume responsibility without direct supervision and exercise sound judgment
- Willing to work flexible hours when necessary

EDUCATION AND QUALIFICATIONS

- Three – five years of successful experience in marketing, development, or program leadership in a non-profit where marketing was a strong focus.
- Highly proficient with Microsoft Office suite.
- Successful experience setting and meeting marketing KPIs.
- Successful experience with increasing brand awareness and stakeholder engagement through analyzing, displaying, and communicating impact.
- Bachelor's degree in business, Marketing, Non-profit Management, or related field required; Must pass criminal background check.
- Experience with relevant marketing tools
- Must have the ability and genuine interest to learn new systems and technologies.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

EQUAL EMPLOYMENT OPPORTUNITY

The CEB is an equal opportunity employer. We will extend equal opportunity to all individuals without regard to race, religion, color, sex, national origin, disability, age, genetic information, or any other status protected under applicable federal, state, or local law. Our policy reflects and affirms the CEB's commitment to the principles of fair employment and the elimination of all discriminatory practices.

TO APPLY

Please email a cover letter and resume to Aryn Barreiro at abarreiro@cebde.org with the subject line "Marketing Manager."

THE COMMUNITY EDUCATION BUILDING

The Community Education Building (CEB) is a nonprofit organization that envisions a world where families thrive, and students succeed regardless of their race or zip code. An innovative co-location and shared services model focused on supporting the entire family, CEB offers vibrant programs and support systems that provide a sound foundation for each student. It serves as a hub for families by offering services such as healthy meals, life coaches, and mental health services. This model leads to deeper family engagement in their child's learning and allows schools to focus on teaching and learning, not operations and overhead. Serving over 1,300 students of color attending school in Wilmington's central business, CEB is an educational ecosystem that holistically integrates programs and resources for students and their families, ensuring that every student has an equitable opportunity to succeed.