Position: Marketing Manager  
Location: US, remote work available, with periodic meetings at the TeachUNITED Fort Collins office and event sites as needed.  
Reports to: Senior Director of Advancement  
Schedule: Part Time (0.50 FTE)  
Salary Range: $25,000-30,000 in alignment with qualifications  
Benefits: Technology stipend, health insurance benefits available

Key words: marketing, communications, digital marketing, social media, B2B, non-profit, education

About TeachUNITED
TeachUNITED is an international non-profit dedicated to improving student outcomes by bridging the equity gap for teachers. By providing access to coaching and training programs to teachers and administrators in rural and underserved communities, we empower educators where the disparity is most acute. A rapidly growing organization, TeachUNITED reaches thousands of teachers and children with a goal of improving education for 1 million students by 2025.

The Opportunity
As a rapidly growing organization with a budget approaching $2 million ($6M over the next three years), we are seeking an experienced and motivated Marketing Manager.

The Marketing Manager is a member of the Advancement Team and is a support to TeachUNITED Regional Senior Directors. The Marketing Manager is responsible for developing and executing marketing campaigns for our direct sales audiences as well as upholding TeachUNITED brand guidelines. This person should be comfortable with day-to-day marketing activities, long-term strategy, and demonstrate the ability to adjust with changing needs. This position requires strong writing skills, especially in persuasive writing and story-telling.

Roles and Responsibilities
Marketing Research/Strategy/Planning
- Collaborate with Advancement Sr. Director and Regional Sr. Directors on annual strategy and planning.
- Keep a pulse on B2B marketing trends and the changing education landscape.

Communications Execution & Management
- Manage digital and print marketing and communications for direct sales audiences (U.S. and Global); Execute cross-channel marketing campaigns (email, social, web, blog)
- Manage general digital and print communications projects for organization (internal staff newsletters, quarterly reports, Annual Impact Report).
• Assist in development and management of web content. Manage and engage on social platforms, and enlist all team members to support efforts. Create ongoing blog posts and thought leadership content to drive traffic and build thought leadership position.
• Provide Advancement team and Regional Sr. Directors visibility into campaign progress and performance. Develop and share regular reports using available CRM tools.
• Support development of content calendars for timely communication

Content Creation & Management
• Translate value propositions into compelling messaging and content for multiple communications and marketing materials and channels (ex: newsletters, quarterly and annual reports, case studies, eBooks, blogs, email, and other assets)
• Create designed materials with existing templates and brand guidelines
• Monitor and analyze effectiveness of marketing content; iterate and execute on concepts with product team and Regional Sr. Directors

Sales Support
• Create effective sales materials (e.g. slide decks, one-sheeters, case studies) and internal guides (e.g. playbooks, battlecards), grounded in a strong expertise in TeachUNITED offerings, our partners, and the needs of our Regional Sr. Directors.
• Manage and standardize sales enablement content and collateral, prioritizing key initiatives, and tracking success and adoption of sales assets.

Brand Stewardship & Marketing Operations
• Assist the Advancement Sr. Director with brand stewardship across all departments, ensuring brand guidelines are adhered to in all communications.
• Update and maintain brand guidelines as needed.
• Maintain communications tools (MailChimp, Wordpress) with assistance from the Advancement team and U.S. Operations Manager.
• Track web analytics via Google Analytics

Candidate Profile

Qualifications
• Bachelor’s degree required
• 3+ years of work experience with marketing and communications;
• Excellent written and verbal communication skills;
• Proficiency with online marketing and social media strategy;
• Self-motivated with the ability to accept and manage fluctuating priorities under minimal supervision in effective and efficient manner;
• Ability to articulate and support the mission of TeachUNITED and its programs and respond to questions from sales team members and potential buyers;
• Familiarity and experience marketing to educators and education-based organizations a plus;
• Experience with MailChimp, Google Analytics, Wordpress, CanvaPro, HootSuite, Salesforce CRM systems a plus; and
• Demonstrated interest in the mission, vision and values of TeachUNITED.
• English proficiency required (additional language skills in Spanish or Swahili preferred)
• Technology proficiency required in Google applications (Sheets, Docs, Slides), CRM Database, and communication tools (video conferencing, email, message apps).
Team Member Characteristics

- Honest - integrity and transparency are at the core of who you are, and the work you do
- Inspired - passionate about school transformation and supporting teachers
- Positive & friendly - creating long-term relationships with staff, teachers, leaders, and government
- Energetic - managing up personnel and international projects
- Initiative - managing your own time, appointments, and projects
- Innovative - creating projects and problem-solving
- Determined - creating positive change with a hardworking team
- Reliable - consistently ready to support others
- Technological - comfortable with technology and help solve problems
- Connected - great reputation and well-connected to school leaders, State Department, national organizations

To Apply

Email your letter of interest, resume with three references, and writing sample to: jobs@teachunited.org