



Position: Senior Manager of Marketing Operations

Position Type: Internal-External

Reports to: Soumountha Keophilavong, Senior Director Marketing and Communications

Start date: September 2024

Location: NYC strongly preferred; ability to commute to NYC regularly required

Salary Range: \$95,000-117,200 with an earning potential of \$139,400

ABOUT BASTA

Since 2016, BASTA has worked with thousands of first-generation college students of color to launch their careers and change the face of leadership in the workforce, resulting in the country's best job placement outcomes. Through personalized AI-powered career planning, best-in-class coaching, and networking with top 100 employers, New York-based job seekers in BASTA's Fellowship program find great jobs at nearly twice the rate of their peers. Our Powered By BASTA program is scaling this impact through game-changing analytics and online support that supercharges colleges' career success programs so students nationwide can accelerate their professional journey.

SCOPE AND PROBLEM

American undergrads are facing a job market beset by systemic underemployment. The problem is especially severe for the nearly 5 million first-generation college students: only 44% of first-gen students of color land a job that requires their degree, and only 20% earn a living wage within a year of graduation.

These trailblazers have the smarts, skills, and experience to land a job that leverages their degree, pays well, and forges a path to a thriving career. BASTA partners with colleges, nonprofits, and employers to build that bridge of opportunity.

ABOUT THE SENIOR MANAGER OF MARKETING OPERATIONS ROLE

We are seeking a strategic, detail-oriented and data-driven Senior Manager of Marketing Operations to oversee and optimize our marketing processes and communications infrastructure. This role will play a critical part in enhancing efficiency, ensuring seamless execution of strategies and plans, and driving operational excellence within the marketing and communications function. This person will also analyze metrics to inform decision-making. The Senior Manager of Marketing Operations reports directly to the Senior Director Marketing and Communications ("SDMC") and will also deliver special projects as assigned by the manager.

Project and Processes Management

- Develop and streamline marketing and communications operations strategies and codify workflows to optimize efficiency and effectiveness across all channels.
- Own end-to-end operational support for marketing efforts, including events and webinars, by establishing and maintaining robust project management practices to ensure timely project delivery.
- Maintain and optimize marketing automation platforms (e.g., Mailchimp), including workflows, lists, forms, and connected apps.
- Support campaign operations execution, including campaign creation architecture, lead management, target list creation, and segmentation.
- Oversee the implementation of brand identity and voice rollout both internally and externally.



- Partner with various teams on all pre- and post-event outreach and list management efforts.

Data, Analytics and Performance measurement

- Maintain dashboards and reports to track marketing analytics (brand and lead generation) and measure performance and efficacy including ads and PR efforts.
- Analyze data to provide actionable insights that inform decision-making and pivoting.
- Collaborate with Business Development teams to share target lists and ensure the accuracy, cleanliness, and segmentation of all CRM data.
- Own the operational strategy for attribution, tracking, and reporting on leads.

Other responsibilities

- Support the SDMC as needed, ensuring that external agencies and contractors deliver high-quality outputs on time.
- Serve as the primary manager of the Marketing and Communications technology stack.

YOU COULD BE OUR SENIOR MANAGER OF MARKETING OPERATIONS IF:

- You believe deeply in the inherent value and potential first-generation students bring to the workplace
- You have 5+ years of professional experience
- You have 3 years of experience in Marketing, sales, business development operations - and you see these functions as an opportunity to create efficiency and help your team's collective success
- You preferably hold a Bachelor degree with coursework in business and marketing related areas
- You are extremely organized and know how to effectively prioritize your time and help others prioritize
- You have expertise in CMS, CRM, and project management tools
- Accountability makes you happy
- You are goal-oriented and process-oriented, you thrive when you get the job done and have codified best practices along the way
- You're both a strategist and a doer, with a knack to anticipate potential blindspots
- For you, data is not numbers but a source to tell stories and ideate solutions
- When you open a document, extra spacing or a missing comma jumps at you immediately
- You are curious, a self-starter and are excited about how new technologies can make work easier without getting into a rabbit hole
- You're comfortable working in a virtual environment using virtual communication/collaboration tools, including Google docs, Zoom, and Slack
- You are based in or near New York City and are available for some evening work events

The Tangible Good

We offer a competitive compensation and benefits package* which includes medical, dental, vision, short-term disability, long-term disability, life insurance, retirement matching, paid parental leave, and more. We also offer a generous paid time off policy, including 15 paid vacation days (20 paid vacation days after your first year), all federal holidays, summer Friday half-days and an end of year shutdown annually.

*Basta reserves the right to change benefits at any time according to business need.



**Applicants must be authorized to work for any employer in the U.S. Basta is unable to sponsor or take over sponsorship of an employment Visa at this time.

**Basta does not currently cover the cost of relocation.