

Responsible Brands Initiative

Digital Marketing Manager

Volunteer Job Role

If you are adept at digital marketing and want to help companies operate more sustainably, we want to talk to you. Our non-profit industry association needs help to plan our strategy and develop, implement, track and optimize our digital marketing presence. Ideal candidates are hands-on team players, versatile and appreciate the multi-faceted roles common in start-ups.

Snapshot of What You'll Do

- Plan digital marketing strategies, mainly including awareness campaigns, and lead nurturing
- Plan optimization of web presence (content and SEO/SEM)
- Plan email, social media and display advertising as appropriate
- Maintaining our social media presence across all digital channels
- Measure and report the performance of all digital marketing campaigns
- Tactics arising from strategies executed by you or others, at your preference
- Advise others on approach for scaling resources, engaging vendors and contractors

Who We're Looking For

We need help with growing our digital presence, planning outreach and lead cultivation, and overall owning the public presence for our company, online. Best for us is someone who is passionate about the role that digital presence plays for a start-up; creating professional and appealing impressions. Ideally, you would bring a passion for “responsible” companies and sustainability — and are eager to help promote responsible companies to consumers. Since we are a start-up, its essential that you are open minded and versatile, and thrilled by challenge to accomplish great things in a lean environment.

These Skills and Experience are Essential — and we are Open to Your Input

- 4+ years proven experience in digital marketing; hands-on, project planning and execution
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative in identifying target audiences, and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and engagement nurturing funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools, especially Google Analytics
- Working knowledge of ad serving tools (adverts on FB, LinkedIn, and general online)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

- Excellent written and oral communication and presentation skills. Ability to present complex data reports in a simple and clear way
- Detail oriented, multitasker, quick learner, and creative problem solver

How Your Time with RBI will be Inspiring for You

- Achieve challenging goals, create concrete impact for the business that will lead to career advancement opportunities
- Work with inspiring colleagues and in start-up, low overhead culture
- Autonomy and rapid decision making
- Insight into future opportunities as paid contractor, as funding allows

Other Information about this Volunteer Role:

Seniority Level: Director

Relevant Industry Experience: Sports apparel, consumer electronics, non-profit corp.

Employment Type: Approx. 2-4 hours/month, flexible schedule, 100% work remotely

Job Functions: Marketing, Sales

How to express interest:

Send email (keep it simple; 30-50 words) and resume, [here](#)