

CONCERNED WOMEN *for* AMERICA

Digital Marketing Manager

POSITION DESCRIPTION

CONCEPT

Concerned Women for America (CWA) is seeking a driven and experienced Digital Marketing Manager to lead our digital marketing initiatives and drive brand awareness, engagement, and conversion. This role demands a strategic thinker with a proven track record in developing and executing successful digital marketing campaigns across various channels.

This role will manage the digital team and will report to CWA's Executive Vice President.

This is an in-office role at CWA's headquarters in Alexandria, Virginia.

KEY RESPONSIBILITIES

1. Develop, implement, and manage comprehensive digital marketing strategies that align with CWA's strategic goals.
 - Leadership of CWA's digital team
2. Oversee and optimize all digital marketing channels including SEO, PPC, email marketing, social media, content marketing, and texting to tell CWA's story.
 - Convert these expanded audiences into new leads for CWA: small-dollar donors, grassroots leadership, YWA involvement, etc.
3. Analyze performance metrics to gauge the effectiveness of campaigns; adjust strategies based on data-driven insights.
4. Lead the creation of engaging content that resonates with target audiences across various platforms.
5. Manage budgets for digital marketing campaigns while ensuring maximum ROI.
6. Collaborate with all departments to ensure cohesive branding and messaging across all digital platforms.

QUALIFICATIONS

1. Bachelor's degree in Marketing, Business Administration, or a related field.
2. A minimum of five years of experience in digital marketing roles with proven success in managing campaigns from conception to execution.
3. Previous management experience.

4. Strong understanding of SEO/SEM strategies and expertise in analytical tools such as Google Analytics, Google Ads, Facebook Ads Manager, SEO tools.
5. Exceptional written and verbal communication skills; ability to craft compelling narratives that drive action.
6. Dynamism in managing multiple projects in a fast-paced environment while meeting deadlines consistently.
7. A proactive mindset with a focus on results; ability to think critically and strategically about challenges.

ATTITUDES AND PERSONAL CHARACTERISTICS

1. A skilled visionary who can lead a team well by always being willing to do the hard work themselves.
2. Integrity, cooperation, service, and flexibility.
3. A love for our nation and an understanding of the conservative and Biblical principles on which it is founded.
4. A genuine Christian faith and an ability to share how that faith intersects with CWA's seven core issues.
5. Self-motivated, confident, quick learner, creative, and resourceful.
6. Discretion, wisdom, discernment, intuition, and disciplined work ethic.

APPLICATION PROCESS

Email a copy of your cover letter and resume/CV with any questions you may have to Executive Vice President, Annabelle Rutledge, at arutledge@cwfa.org.

ABOUT CONCERNED WOMEN FOR AMERICA

Concerned Women for America (CWA) is the nation's largest public policy women's organization, leading a movement dedicated to impacting the culture for Christ through education and public policy. We exist to promote Biblical values and Constitutional principles through prayer, education, and advocacy.

We work tirelessly to promote seven core issues: the sanctity of life, defense of the family, education, religious liberty, national sovereignty, opposing sexual exploitation, and support for Israel.

We believe the women of America have great influence in this world, having a uniquely powerful voice in the affairs of this nation and the world. We love being the voice of conservative women in Washington and beyond. We believe powerful change can start with each woman ... and we love being her heels on the ground in Washington, D.C., and beyond.

We provide our employees with meaningful opportunities to learn and grow. We encourage persons of diverse backgrounds to apply.

A MESSAGE FROM OUR CEO AND PRESIDENT PENNY NANCE

Thank you for your interest in joining CWA on our journey to impact our culture for Christ through public policy as the voice of conservative Christian women across America. CWA's vision of a world in which every human life is valued, family is held sacred, and our nation's history is honored is at the core of who we are. We are always looking to join hands with experienced professionals who want to add their energy to our work and are so pleased you are considering Concerned Women for America as your potential employer. This leadership position is critical to our mission and vision. I welcome your interest in joining our diverse, talented, professional, and motivated team.