



Position: National Marketing Manager
Organization: SBP
Reports to: Chief Communications Officer

About SBP

SBP is an award-winning, innovative nonprofit organization that shrinks the time between disaster and recovery. A leader in volunteer-driven, post-disaster rebuilding; SBP educates, advocates and improves the disaster recovery sector so that we can collectively achieve more for communities. With a growing team of 85+ staff and 240 AmeriCorps members, SBP has rebuilt more than 2,000 homes across 13 states and in the Bahamas, and shared best practices with many more.

SBP's vision is to embrace constant improvement, community-wide collaboration, and clear benchmarks to reduce human suffering caused by the tolls of delay in recovery. By pairing resilience training with recovery operations, we strive to reduce the need for our rebuilding services over time by increasing preparedness among vulnerable communities.

SBP encourages individuals that are hungry for change and eager to innovate to join our team so that we can change the future of disaster recovery together.

Position Summary

SBP's National Marketing Manager (NMM) is responsible for managing and executing national digital communications strategies to increase brand recognition and engagement with our donors, volunteers, partners, and the wider community through strategic and consistent creative and content promotion via all digital channels in support of SBP's mission and organizational goals. The NMM is a strategic thinker and stays current on industry trends, best practices and reporting metrics and KPIs. The NMM is accountable for the day-to-day management of all digital marketing platforms, including website, email marketing, social media platforms, paid social campaigns and newsletters. The NMM will be responsible for growing SBP's social media presence and followership, email list subscription, engagement of volunteer alumni and web traffic resulting in lead generation and donations.

This position reports to the Chief Communications Officer and works closely with all departments, operating sites and content generators from within the organization to deliver results-driven content across all digital platforms.

Responsibilities

- Develop, manage, and implement SBP's national marketing strategy - including SEO through use of social media, Google AdWords, email campaigns, and the website.
- Increase SBP's brand recognition to support organization-wide goals around fundraising, thought leadership, volunteer and AmeriCorps recruitment, stakeholder engagement, and data analysis.
- Create digital media calendar and campaigns to share on social media.
- Test, track and monitor website, email, and social media traffic and optimize campaigns based on the best-performing strategies to achieve established KPIs, including organically increasing social media followers and quality engagement.
- Design and manage creative content for geo-targeted education campaigns, events, website, email marketing, volunteer/AmeriCorps recruitment tactics.
- Ensure SBP's values are incorporated in materials/website and rolled out effectively among the team.
- Maintain and develop dynamic content for SBP's website. Track and analyze user data.
- Standardize email, print, and other communication tools across the organization to ensure that communication stays on brand.
- Identify and implement a solution for content organization and usage (photos, videos, templates) in a centralized and accessible location.
- Actively seek out and help define new creative methods and mediums for telling our partner, donor, and volunteer engagement stories across all digital platforms

Performance Expectations

- Display strong commitment to SBP's mission, values and ethos of innovation
- Translate broad goals into achievable steps to reach goals and demonstrate progress to goal
- Demonstrate leadership and accountability in interactions with team members
- Adhere to the highest ethical standards in management and governance.
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector.
- Demonstrate commitment to continued professional growth and development.
- Open and pro-active mindset, big picture thinking with the ability to stay focused
- Demonstrates creative, practical problem solving and analytical skills

Qualifications

- Bachelor's degree in human services, social impact design, development, marketing, social work, public policy or related field required.
- 3-5 years of experience in marketing
- Experience using Google AdWords, Google Analytics and other analytical tools
- Excellent written and verbal communication skills.
- Experience with Adobe Suite or other graphics/creative platform (graphic design experience and good aesthetic a plus)
- Expert knowledge of the web, social media platform, digital advertising analytics and reporting with the ability to communicate outcomes and insights to non-digital experts
- Technology skills including expertise with Microsoft Office and database management; willingness to learn new applications and identify innovative ways for technology to support organizational objectives.
- Familiarity with asset-based and/or social impact design approaches to community development, volunteerism, corporate philanthropy and tutoring/mentoring.
- Project management skills: ability to multitask, problem-solve, prioritize, delegate, and create systems and processes.
- Candidates must have excellent interpersonal skills including but not limited to verbal and written communication, organizational, negotiation, and leadership skills as well as have great attention to detail.
- Solid relationship management skills enhancing internal organizational relations and external community interactions.

[TO APPLY, PLEASE CLICK HERE.](#)

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.