**Job Description**

**DIGITAL MARKETING ASSOCIATE**

**Who We’re Looking For:**

CareerWise has an increasingly sophisticated digital communications platform that helps us connect with prospective students and employers, as well as current apprentices and business partners. You have experience using email automation CRM tools (bonus if you’re familiar with Salesforce Marketing Cloud), online event software such as Fonteva or Blackthorn, website platforms like WordPress, and you’re comfortable with SEO basics and measurement tools such as Google Analytics. We have a team behind you that can help with copywriting and graphics, but you’re comfortable jumping in and doing some of that on your own, too. Just as importantly, you’re someone who is passionate about combining your skills and experience with making a difference—and having fun in the process.

Is that you? We want to hear from you!

Reporting to the Sr. Manager, Affiliate Marketing, the **Digital Marketing Associate** leads many of the CareerWise-owned media channels such as email and website communications and is responsible for extracting and reporting the data from those digital channels.

**Who We Are:**

[CareerWise](https://www.careerwisecolorado.org/en/) is a nationally recognized nonprofit organization that creates life-changing opportunities for the youngest generation of America’s workforce. We build industry-led, student-centered, modern youth apprenticeships through classroom and on-the-job learning providing flexible, alternative pathways to economic mobility. Workforce and education leaders from across the country have visited CareerWise to learn about our youth apprenticeship model. As a result, our programs have launched in multiple states, leveraging our institutional knowledge, technology, and infrastructure.

**What You’ll Be Doing (percentages are approximate):**

* **60% – EMAIL COMMUNICATIONS |** You are the CRM expert—helping teams build automated journeys for their audiences and assessing their effectiveness to maximize their impact.
* **25% ­– ONLINE EVENTS |** You are the person people turn to in order to help set up online trainings, webinars and other events. You help create invitations and reminders, ticketing and payment portals, and track attendance and help create a seamless experience.
* **5% – WEBSITE MANAGEMENT |** You’ll work with teams and individuals to update content and create the best user experience possible on our websites
* **5% – DIGITAL ANALYTICS |** You’ll pull the numbers from the various platforms and help make sense of the “why” behind them…and then, with the help of the rest of the marketing team, help formulate recommendations on how to act upon the data
* **5% – SEO MANAGEMENT |** Through analytics, make recommendations and improvements to make the site more Google-friendly
* And, of course, we’re a supportive team, so you may also perform other duties just as your team may pitch in to help with yours!

**Key skillsets to be successful in this role:**

* You’re a self-starter that loves taking on new projects
* You’re a lifelong learner. You’re excited by the prospect of learning how to use new tools
* You demonstrate a commitment to the principles of DEI (Diversity, Equity, and Inclusion)
* Lives out the CareerWise values and has a demonstrated passion for the CareerWise mission and vision
* You thrive on a high energy, dynamic team like ours. And we mean TEAM. We collaborate, engage in healthy debate, pivot quickly based on real-time learning and jump in wherever our skills are needed.

**Key experience and competencies to be successful in this role:**

* Demonstrates a commitment to the principles of DEI (Diversity, Equity, and Inclusion)
* CRM and email automation tools experience (preference given to those with experience in Salesforce and Marketing Cloud)
* Experience with WordPress or other CMS platform
* Experience with Google Analytics
* Project management skills, including with tools such as Monday.com
* It’s important that you’re a problem solver, you’re a self-starter and like taking ownership of your projects, you’re a good communicator (both within team/organization & with affiliates aka “customers”)

**Additional proficiencies:**

* Exceptional project management and critical thinking skills
* Experience using Microsoft Office and Google Suite
* Experience and interest in working in a fast-paced, rapidly changing environment
* Ability to understand and interpret the multiple complexities of the evolving youth apprenticeship movement

*The above statements are intended to describe the essential functions of the job being performed by employees assigned to this classification. The duties listed are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed. With the evolution of the organization and this role, the responsibilities of this position may change at any time.*

**Location:**

This role is based in Denver, Colorado. CareerWise staff typically work a hybrid work schedule with varying days in the office and other days remote. Remote work is not guaranteed and the schedule must be approved by the supervisor. There may be occasions (possibly 1-3 times per year) for staff to gather together in person. Exceptions will be made for special circumstances.

**Compensation:**

The starting salary range for this role is: $50,000 - $55,000 annually; this role is not covered by the minimum wage and overtime provisions of the FLSA. CareerWise offers a generous benefits package including group medical, dental, and vision plans, short-term disability, 100% vested 401k Plan with a 3% employer contribution, and Flexible Time Off.

**Sound interesting?**

We look forward to hearing from you! Please email your **resume** directly to the contact listed below. If you have a **LinkedIn profile**, please share it with us as well!

In your **email/cover letter**, please answer these two questions when you provide your resume:

1: Why are you interested in joining CareerWise?

2: What can you bring to this position?

Contact for this role: Jason Jansky, Director, Marketing Communications

Email: [jason.jansky@careerwiseusa.org](mailto:jason.jansky@careerwiseusa.org)

*We are an Equal Opportunity Employer that values diversity at all levels. All individuals are encouraged to apply. If you need assistance or accommodation due to a disability, you may contact us at:* [*careers@careerwisecolorado.org*](mailto:careers@careerwisecolorado.org)

**Working conditions and physical requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Usual office environment with frequent sitting, walking and standing. Frequent use of eye, hand, and finger coordination for use of standard office equipment. Oral and auditory capacity required for interpersonal communication as well as communication through automated devices such as the telephone and online video conference platforms (like Google, Zoom, MS Teams, Webex, etc.)

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| Title: **Associate, Communications** | FLSA Status: **Exempt** |
| Reports to: **Sr. Manager, Affiliate Marketing** | Pay Band: **2b (K)** |