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Position Specification

POSITION:	Online Marketing Manager, CFY
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LOCATION:	New York City
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ABOUT THE COMPANY:	<p>CFY is a national education non-profit that helps students in low-income communities, together with their teachers and families, harness the power of digital learning to improve educational outcomes.</p> <p>CFY pursues this mission through the combination of its groundbreaking K-12 learning platform, PowerMyLearning.com, and its on-the-ground direct service initiative, the CFY Digital Learning Program. PowerMyLearning makes best-in-class digital learning activities easily accessible and usable to meet the full range of K-12 learning needs. It is an integral part of CFY's Digital Learning Program which is conducted in partnership with low-income public schools to increase home technology access, extend learning beyond the classroom, and deeply engage parents in the learning process. The program provides training for teachers, students and their parents along with a free broadband-ready home computer loaded with educational software and 24x7 bilingual help desk support.</p> <p>To date, CFY has served more than 40,000 families from 100 schools nationwide and has demonstrated significant impact on student achievement, student engagement, parental confidence, and broadband adoption. To extend the impact of its work even further, CFY operates an Affiliate Network of over 30 organizations in more than 20 states and the District of Columbia. For more information, please visit www.cfy.org.</p>
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ABOUT THE POSITION:	<p>CFY is seeking an Online Marketing Manager. This is an exciting opportunity to help drive the growth of a successful, entrepreneurial non-profit by supporting and managing communications and marketing with a particular focus on</p>
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increasing usage of CFY's K-12 learning platform, PowerMyLearning.com. This position will report to the Director of Marketing and Communications.

Responsibilities include:

- Execute and manage an effective communications and marketing strategy including social media, search engine optimization (SEO), search engine marketing (SEM), and other online and traditional means in order to increase awareness and use of PowerMyLearning while elevating CFY's profile as a national leader in digital learning overall
- Craft compelling messages for designated target audiences
- Manage and update CFY organizational website to develop it into a valuable resource by contributing content recommendations, blogging strategies, article creation, and video and press release optimization
- Assist with SEO initiatives, including ongoing site ranking improvement, keyword analysis, link-building, and competitive evaluation
- Help create and maintain high-performing paid search campaigns, including writing ad copy, grouping ads, optimizing campaigns, and reporting data
- Increase user engagement through the use of social media and other community-building platforms
- Implement effective communications plans for CFY donor/stakeholders, including email campaigns, e-newsletters, and other cultivation efforts
- Update and maintain CFY's "communications library" and ensure all CFY representatives are equipped with the most recent collateral and messaging
- Implement effective promotion of national fundraising events and support city-level events

CANDIDATE

QUALIFICATIONS:

- Passion for CFY's mission
- 3+ years of demonstrated experience in marketing and communications including relevant web and social media strategies
- Successful track record of using communications to significantly increase traffic to web properties including

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online products and/or resource sites, preferably in the K-12 education sector

- Experience implementing communications strategies that generate interest in a national organization, preferably in the education and/or technology realms
- Experience overseeing copy and design of communications materials, electronic and print, to ensure consistent and effective portrayal of organization's brand and identity
- Familiarity with SEO best practices, tracking tools, and ranking factors
- Background in PPC campaign management and optimization, specifically Google AdWords
- Superior writing skills
- Commitment to team collaboration and communication
- Ability to work independently with minimal oversight and thrive under pressure
- Excellent time-management and prioritization skills
- Public relations experience preferred
- Experience with WordPress and common programming languages (HTML, CSS, JavaScript, Flash, etc.) a plus but not required
- Bachelor's Degree

COMPENSATION: Compensation will be highly competitive and commensurate with experience. CFY also offers a generous benefits package.

QUALIFIED <http://on-ramps.com/jobs/670>

INDIVIDUALS,

PLEASE APPLY:

Applications will be reviewed on a rolling basis.

CFY is an Equal Opportunity Employer.
