



Position: Digital Marketing Specialist

Location: New York/Bay Area/Remote-US

ABOUT BLACK GIRLS CODE

Launched in 2011, [Black Girls CODE](#) (BGC) is devoted to showing the world that black girls can code, and do so much more. By reaching out to the community through workshops and after school programs, Black Girls CODE introduces computer programming and technology to girls from underrepresented communities in technology areas such as web design, robotics, gaming, mobile app development and more. By cultivating the next generation of coders we hope to grow the number of women of color in technology and give underrepresented girls a chance to become the future leaders in technology and the masters of their technological worlds. We thrive on working in a collaborative, fast-paced environment. We represent a diversity of backgrounds, a wealth of experience and a lot of fun.

POSITION

We are currently seeking to hire a knowledgeable and savvy Digital Marketing Specialist to join our marketing team. In this role, you will be expected to generate plans aligned with our business strategy and goals to optimize BGC's digital footprint, including social media, SEO/SEM, website/landing pages, e-mail and customer relationship management platforms.

This role interacts significantly with cross functional resources (both internal and external) so strong team leadership and interpersonal skills are critical to success. This exciting role requires internal drive, motivation and a can-do attitude.

The ideal candidate has had prior digital strategy development and implementation experience, and is an entrepreneurial-minded, marketing leader who is a self-starter and ready to take both the strategic and tactical reins to win in the online marketplace.

RESPONSIBILITIES

- Drive business growth by leading the strategy development, planning, and execution of all SEO/SEM, email, social media, paid search, display advertising campaigns, and digital ad creative to support BGC events and programs, fundraising campaigns, and consumer brand awareness goals.
- Manage, maintain, and optimize BGC owned website and landing pages, which includes data analytics, tracking conversion rates and optimizing the website to improve the user experience.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs) using Google analytics and other marketing analytics reports.

- Monitor digital trends, evaluate new business building opportunities, and recommend “test and learn” plans.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points and make recommendations on how to optimize programs with the goal of influencing the consumer decision journey and focusing strategies and spending on the most influential touch points.
- Lead the development of a digital creative brief with the cross-functional team in order to gain internal alignment.
- Manage external partners ensuring that they are delivering on requirements outlined in briefs and effectively delivering on all account management responsibilities (i.e., program & financial management).
- Provide insights as well as recommendations for changes and convince key BGC decision makers of business benefits of proposed solutions.
- Develop programs and secure required budgets to execute digital brand plans.
- Partner with the Brand Marketing & Content Specialist to develop content strategy and influencer marketing programming.

QUALIFICATIONS

This is an extraordinary opportunity to be part of a small and growing team in a dynamic startup environment. The position offers great potential for learning and affords real opportunity to have a tangible impact on communities across the country.

REQUIREMENTS

- Minimum 3+ year’s professional experience in brand or product marketing, with 2+ years in digital marketing environment.
- Experience building out and implementing digital strategies targeting prospective donors, program participants, and volunteers.
- Strong experience with creating and executing effective digital advertising, influencer, SEO, social media, and programmatic digital media plans.
- Hands-on experience with SEO/SEM and has solid knowledge of optimization techniques and web analytics tools like Google Analytics.
- Planning experience; strategic thinking (forward-looking vision and anticipating of future needs).
- Proven track record in developing annual operating plans and growing an established business.
- Demonstrable project management experience required; must be able to get things done through others.
- Ability to lead, execute, and prioritize multiple projects and requests simultaneously and strong attention to detail.
- Entrepreneurial mindset, ready to jump into the rapidly evolving digital marketing and eCommerce space.
- Self-starter, comfortable with ambiguity and creating new paths without a template.
- Proficiency in MS Office programs such as Outlook, Word, Excel, and PowerPoint required.
- Bachelor's Degree (Marketing, Business, or Communications preferred)