



Position: Director of Marketing

Location: New York/Bay Area

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

As a member of the senior leadership team, the Marketing Director is responsible for managing and directing the marketing team, providing guidance to our marketing department by evaluating and developing marketing strategies, planning, and coordinating marketing efforts, communicating the marketing plans to key stakeholders, and building awareness and positioning the BGC brand to support our fundraising, student participation and volunteer growth goals.

The Marketing Director will also be responsible for managing and directing staff including recruitment, selection and development to achieve Company goals and objectives, while also providing ongoing training to ensure the marketing team consistently performs above standard.

The ideal candidate will have extensive marketing experience, comprehensive knowledge of branding building, competency in project and stakeholder management, and is an entrepreneurial-minded leader who is ready to take both the strategic and tactical reins to make an impact in the marketplace.

RESPONSIBILITIES

- Develop annual marketing strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- Hold regular meetings with cross-functional and leadership teams to present marketing & communication reports, resolve challenges, and present possible solutions.
- Identify short-term and long-term scheduling, budget, and resource needs, including the development and management of an annual marketing budget, expenditure spending, and other financial considerations.

- Ensure effective control of marketing results and take corrective action to guarantee that achievement of marketing objectives falls within designated budgets and/ or meet key performance indicators.
- Plan and oversee advertising and promotional activities, and social media marketing strategy and content marketing to support fundraising and program/ event growth goals.
- Oversee and evaluate market research and data analytics and adjust marketing strategy to meet changing market and competitive conditions.
- Establish and maintain relationships with media, industry influencers and key strategic partners.
- Establish and maintain a consistent brand image throughout all communication, program materials and events.
- Acts as the liaison between Marketing, Programs and Development Teams by ensuring timely and ongoing marketing support for program and donor initiatives.
- Display willingness to make decisions; Exhibit sound and accurate judgment; Support and explain reasoning for decisions; Include appropriate people in decision-making process; Make timely decisions.
- Understand business implications of decisions; Demonstrate knowledge of market and competition; Align work with strategic goals.

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 5+ year's professional experience in consumer, brand, or product marketing - working in the nonprofit industry is a plus!
- Successful track record in senior marketing roles and experience running at least a 2+ person marketing team.
- Experience with digital marketing forms, such as content marketing and social media marketing
- Proven track record in developing annual operating plans, managing budgets and growing an established business.
- Ability to lead, execute, and prioritize multiple projects and requests simultaneously and strong attention to detail.
- Entrepreneurial mindset, ready to jump into a rapidly evolving start-up environment.
- Self-starter, comfortable with ambiguity and creating new paths without a template.
- Effective time management skills and the ability to multitask.
- High competence in project and stakeholder management.
- Bachelor's Degree (Marketing, Business, or Communications preferred), Master's degree is a plus