

## **Marketing Manager, Digital Marketing & Advertising**

### **Association of Child Life Professionals**

#### **Position Summary**

ACLP is seeking an innovative, results-oriented, Marketing Manager to assist in implementing digital marketing campaigns that optimize effectiveness as well as enhance community engagement and program goals. The individual must possess strong skills and expertise in executing revenue generating omnichannel campaigns.

This position will have the freedom and opportunity to build new skills, take on challenges, and explore out-of-the-box ideas with the goal of increasing ROI on all digital marketing tactics. The Marketing Manager will report to the Director of Communications & Publications.

#### **Primary Duties and Responsibilities**

##### *Digital Marketing*

- Implement end-to-end digital marketing campaigns with multiple tactics and touchpoints (using automated triggers and segmentation) to promote ACLP programs and services.
- Develop effective, compelling, high-quality marketing deliverables that align with the campaign strategy, including brand standards and tone.
- Monitor campaign activity and provide program analytics to measure effectiveness of targeted outreach programs – report on a regular basis to identify trends and recommend program improvements.
- Leverage web analytics and SEO best practices to improve content performance.

##### *Advertising*

- Responsible for the management (creative design, implementation, and optimization) of all in-house pay per click advertising tactics including Google AdWords and display ads.
- Design and implement a strategic exhibitor and sponsor marketing plan for the annual child life conference.
- Manage relationships with exhibitors and sponsors for the annual child life conference.
- Develop advertising packages that align with current best practices and offer new forms of advertising.
- Manage relationships with advertisers including all communication, timelines, design work, etc.
- Produce reports for advertisers that detail the results of their advertising spend including metrics such as impressions, reach, cost per click, etc.

#### **Qualifications and Experience**

- Bachelor's degrees in business, communications, marketing, advertising, or another relevant field is usually required for this position
- A minimum of 3-5 years' experience executing digital marketing campaigns utilizing various digital marketing techniques.
- Creative and keen eye for design

- Excellent communication skills
- Highly analytical with intense attention to detail
- Ability to prioritize, manage multiple projects simultaneously, and work well in an independent environment
- Organized, meticulous, initiative-taking, and results-driven
- Experience implementing PPC and Google AdWords campaigns preferred
- Experience with Google Search Console and/or other SEO Tools & platforms is a plus

The approximate salary range for this position is \$50,000 - \$60,000.

To apply, please send a resume and cover letter to Keri O’Keefe, Director of Communications & Publications at [kokeefe@childlife.org](mailto:kokeefe@childlife.org).

### **About the Association of Child Life Professionals**

Established as a nonprofit organization in 1982, the Association of Child Life Professionals (ACLP) advances the field of child life by establishing and maintaining professional standards, enhancing the professional growth and development of members, and advancing the credibility of the child life profession by fostering research and promoting the standards of child life practice on a national and international level.

The Association represents trained professionals with expertise in helping infants, children, youth, and families cope with the stress and uncertainty of illness, injury, and treatment. ACLP is comprised of more than 5,000 individuals representing at least 600 organizations worldwide. Learn more about ACLP at [childlife.org](http://childlife.org).

### **Working for ACLP**

ACLP’s headquarters is in Falls Church, Virginia. ACLP is open to the consideration of a fully remote position to hire the candidate that is the best fit for our association. ACLP offers eligible employees a comprehensive range of benefits, including medical, dental, vision, and life insurance. Additional benefits include a 403(b) savings plan with strong company match, paid holidays, sick and vacation leave, and more.

### **Job Status**

The Marketing Manager is a permanent, full-time position and is classified as “exempt” (salaried at a regular rate regardless of the number of hours worked).

### **EEO Policy**

The Association of Child Life Professionals (ACLP) believes that equal opportunity for all employees is important for the continuing success of our organization. In accordance with state and federal law, ACLP will not discriminate against an employee or applicant for employment because of race, disability, color, creed, religion, sex, age, sexual orientation, genetic information, national origin, ancestry, citizenship, veteran status, or non-job-related factors in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.

### **Disclaimer**

This description is intended to provide an overview of the responsibilities and duties of the position. It is not all-inclusive. The incumbent in the position will be expected to perform other duties as required. The responsibilities may change over time. This description is provided for informational purposes only and does not form the basis of a contract.

