

Education Marketing and Outreach Manager

General Description: The Education Marketing and Outreach Manager develops and implements comprehensive marketing plans to promote the program's K-12 curriculum, teacher workshops, graduate course, and international student video contest. This includes managing and executing marketing campaigns across digital platforms, social media, email marketing (using a CMS), print, and other channels. The Manager will oversee the program's marketing as part of the Population Education team and make recommendations to other staff. Great potential for implementing new ideas and program growth for a self-starter.

Responsibilities include:

- Research and follow best practices for educational marketing, including the use of messaging that resonates with K-12 teachers and teacher education faculty at colleges and universities.
- Develop digital and analog campaigns to market Population Education's graduate course (offered 1 -2 times per year) and student video contest (annual event) to middle and high school teachers. This includes timing the campaigns, compiling outreach lists, developing messaging and content, and implementing the outreach.
- Create lists of appropriate university education faculty to target with outreach about our hands-on workshops for their preservice students (undergraduate and graduate).
- Strategize, write and send cold and warm email outreach to university faculty, and hand off hot leads to colleagues who schedule and coordinate these workshops in different regions of the country.
- Develop and implement a strategy for marketing classroom resources, which could include email campaigns, print ads in teacher publications, partnerships with other organizations and associations, and beyond.
- Synchronize all campaigns to maximize engagement and avoid audience burnout.
- Track outputs and outcomes for all campaigns, analyze data, and adjust future outreach to maximize performance.
- Travel to teacher conferences to network and to staff Population Education's exhibit hall booth.
- Advise on social media strategy, develop content, and collaborate with colleagues who create posts.

Requirements:

- Minimum 5 years of experience in a marketing and/or outreach role. Experience in the education and/or non-profit sectors a plus.
- Interest in K-12 education and the organization's issue areas (population, environment, sustainability)
- Experience using HubSpot or other CMS.
- Self-starter with a leadership mindset.
- Ability to work collaboratively with other team members and contractors.
- Excellent organizational skills and careful attention to details.
- Excellent communication skills (written and verbal).

Compensation: \$80,000- \$90,000 plus competitive benefits package.

Work environment: This position is based in Washington, DC with a current hybrid work schedule (2 days in the office; 3 at home).

Application Instructions: Send resume and cover letter to jobs@popconnect.org.

Population Connection is an Equal Opportunity Employer. A full statement on the organization's commitment to EOE and Diversity, Equity and Inclusion (DEI) and be found [here](#).