



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.

Manager, Digital Marketing

EXECUTIVE SUMMARY

[Common Impact](#) has built the leading model for corporate skills-based volunteering, connecting talented professionals from global companies to high-potential nonprofits. As corporate engagement and investment in social challenges deepens, Common Impact is evolving to meet the new demands of the field. In 2020, Common Impact embarked on a three-year strategic plan to significantly increase the scope of its impact through targeted partnerships, the development of new SBV models, and the identification of critical social sector projects where corporate talent can play a transformational role.

Common Impact's Manager, Digital Marketing, will support and expand the scope and scale of advanced engagement tactics to increase Common Impact's visibility and digital presence. Reporting to the Director, Marketing & Communication, the Manager will be responsible for executing a digital media activation plan to elevate and expand Common Impact's online presence.

This position offers an exceptional opportunity for a proven digital marketer who knows the day-to-day operations of social and digital marketing and is ready to take that to the next level in a strategy-setting role. The successful candidate will be enthusiastic about [our values and commitment to anti-racism](#). They will also be a creative and organized communicator who is equal parts writer, project manager, and content creator.

KEY RESPONSIBILITIES

- **Digital Storytelling:** You will be one of Common Impact's key storytellers, translating our vision and on-the-ground program work into a powerful, compelling story that activates new champions of our mission. You will manage our photo and video assets and generate creative content to showcase the life and career-changing stories of individuals engaged in our programs. Create compelling written and visual content to build a strong online presence through cross-platform campaigns, blogs and success stories for the website, and other brand communications.
- **Thought Leadership & Social Media Strategy:** In support of Common Impact's thought leadership strategy, you will draft Common Impact's social media calendar and conference plan and manage the execution of website posts, newsletters, and thought leadership campaigns. Those plans will be expected to drive measurable results connected to Common Impact's strategic plan.



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.

- **Industry Awareness and Expertise:** In this role, you will need to keep a pulse on the multiple industries that Common Impact's work touches, including nonprofit capacity building, CSR, ESR, talent, and leadership development, among others. You will be expected to stay informed of the latest forums, news, and emerging models in these industries to keep our content and positioning fresh and compelling.
- **Enhancing the Organizational Culture at Common Impact:** At Common Impact, we firmly believe that the spirit of our work is as important as the work itself. We are committed to anti-racism. We pride ourselves on excellence, innovation, fostering collaboration between groups that might not otherwise interact, and a willingness to have fun with our work. A successful candidate for this position will also hold these values and be excited about the mission of Common Impact.

CORE SKILLS REQUIRED FOR THIS POSITION

- **Experience implementing digital marketing strategies across multiple platforms.** The Manager, Digital Marketing should have proven experience in executing cross-sector digital media and social strategy and understand how to shape and distribute audience-building content for social media, web, and digital collateral with knowledge of the performance processes and best practices for LinkedIn, Facebook, Twitter, and Instagram, and other leading platforms.
- **Natural storyteller.** The ideal candidate for this role will be a creative storyteller. You are a flexible team player who takes the lead in identifying marketing needs and trends, creates and curates inspiring content, and ensures external-facing communications maintain brand fidelity.
- **Experience using relevant systems and technology.** The Manager, Digital Marketing, will work in various systems, including Hootsuite, Canva, Mailchimp, Google Analytics, Salesforce, Adobe Suite, and Anchor. The successful candidate will be technically proficient and creative in applying and innovating systems to drive progress, track results, and inform data-driven strategic choices. WordPress experience is preferred.
- **An exceptional communicator, both orally and in writing.** Candidates must enjoy and excel at communicating ideas and telling stories to a variety of audiences.
- **3-5+ years of professional experience,** ideally across the social sector and private firms, and a demonstrated commitment to collaborating with diverse communities.



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.

HOW TO APPLY

Common Impact is an equal opportunity employer committed to building a diverse community and strongly encourages people of color to apply.

This is a full-time, exempt position reporting to the Director, Marketing & Communication, and ideally based in New York City.

Compensation and Benefits

The salary range for this position is \$45,000 - \$60,000 annually. Common Impact offers competitive benefits, including 3 weeks of vacation, 10 holidays, 12 sick days and the final week of the year off, a 401k plan and 2% match, paid parental leave, and medical and dental coverage.

ABOUT COMMON IMPACT

[Common Impact](#) is a nationally recognized nonprofit founded in 2000 that works to build a society in which individuals and businesses invest their unique talents towards a shared purpose: strengthening the local communities in which we live and work. We connect corporate employees to nonprofit organizations with proven models to tackle the greatest challenges our communities face.

We break down barriers that exist between sectors and industries to create meaningful partnerships between companies, social sector organizations, and the people that drive them. The common purpose of these connections: to deliver real value to each partner through innovations in community engagement and ultimately to address deeply rooted and complex social challenges.

With a deep understanding of both mission-focused and business goals, Common Impact enables growing nonprofits to achieve even greater results in our communities, while simultaneously engaging corporate employees in dynamic and challenging opportunities that develop their skills and unlock successful, purpose-driven careers.

Read more about our [services](#), [our impact](#), the [companies](#) we work with and our [nonprofit](#) partners.