



MARKETING MANAGER (CONTRACTOR): December 2017 - April 2018

The Marketing Manager is tasked with executing The Idea Village's digital marketing strategy, leveraging targeted marketing, social media, online messaging, and digital advertising.

Employment Status: Contractor

Responsibilities:

Marketing and Advertising

- Create and manage copy and establish design direction for promotional collateral, including Idea Village newsletters, paid social media campaigns, select New Orleans Entrepreneur Week (NOEW) collateral, and presentations
- Assist with the development of communication strategies for all partnerships and brand alignments, in conjunction with the Development team
- Manage updates for www.noew.org and www.ideavillage.org, including copywriting and editing, asset management, analytics, and overall look and feel
- Source and manage vendors for marketing needs, including print, fabrication, and installation
- Manage external marketing/social media partner if applicable
- Assist with event management and execution when necessary

Social Media

- Proactively curate and manage engaging content for all Idea Village social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube), in line with The Idea Village voice
- Develop creative social media promotional campaigns and deliver paid campaigns within budget
- Strategize opportunities to grow audiences and build engagement
- Support the social media strategy for NOEW in tandem with external marketing agency
- Analyze and report on digital metrics across all social platforms, utilizing analytics to inform strategy

Asset Management

- Develop publication-ready materials for The Idea Village and NOEW in conjunction with the design contractors (NOEW VIP Ticket Package, event invitations, etc.)
- Develop presentations and maintain a library of slides for presentations
- Oversee photography, photo-editing, and management of photo archives and digital graphics
- Develop strategy for & manage on-site photography/videography for NOEW

Experience/Skills:

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- BA/BS Required
- 3+ years of experience in promotional strategy; copywriting; social media; or advertising
- Interest in entrepreneurship; startup culture; and innovation
- Experience building audiences and driving audience participation and engagement
- Experience with large event production and brand integration a plus
- Experience with using a CMS preferred
- Graphic design experience and proficiency with Adobe Creative Suite a plus

Skills: Self-starter; Superior written and verbal communication skills; Significant social media savviness; Ability to manage cross-functional teams; Ability to analyze multiple data points to inform decision-making processes; Ability to make prudent decisions under pressure and work against tight deadlines; Ability to multi-task projects with equal priority, anticipate issues, and provide creative solutions

Process: If interested, please fill out The Idea Village [Application for Employment](#) and attach a cover letter and resume. For more information about The Idea Village: ideavillage.org

The Idea Village is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national or ethnic origin, disability, age, or sexual orientation.