

Manager, Content Development

As the Manager, Content Development you are responsible for leading a team of associates who will execute on marketing plans established in collaboration with the event and conference marketing managers. You will manage the flow of information being communicated externally through our core channels.

Core Responsibilities

- As a core member of the Marketing department you will assist marketing managers as well as event and conference Vice Presidents to develop a marketing strategy for their events. Your role will be to ensure each channel Start Proud has a presence on is being utilized to its fullest potential.
- Working with your team of associate you will ensure the marketing plans are executed on according to predetermined schedules and expectations.
- You will work with the Manager, Data Analytics to track the successes of the campaigns.

Commitment

- ~10-15 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.
- Frequent attendance at cross functional team meetings to represent the content development process.

Reports to

- Vice President, Marketing

Direct Reports

- Associate, Social Media Marketing
- Associate, Newsletter Campaigns
- Associate, Public Relations