

POSITION DESCRIPTION

Marketing Manager

Title: Marketing Manager

Company: Annual Giving Network

Location: Boston, MA area (some flexible/remote work arrangements may be considered)

The *Marketing Manager* plays a key role in supporting AGN's membership and marketing programs. The ideal candidate will be a service-minded problem solver, who is organized, detail-oriented, and good with data. Experience in direct marketing, database management, and customer service are desirable for this role.

RESPONSIBILITIES

- Working with the Director of Member Relations to produce email campaigns to support lead generation, sales, market research, faculty recruitment, and member stewardship.
- Using the company's CRM database to look up information and generate lists and reports.
- Coordinating data hygiene efforts, including conducting research and updating existing records
- Serving as a point of contact for AGN members, providing support for event registration, product orders, membership renewals, and inbound inquiries related to member subscriptions and benefits.
- Updating content on social media and web platforms, including WordPress, LinkedIn, Facebook, Twitter.
- Supporting customer activity related to event registrations, job board ads, user lists, discount codes, member benefits, bulk purchase orders, and other services.
- Monitoring customer email and phone inquiries and responding/escalating as needed.
- Providing logistical and technical support during programs, events, and other activities.
- Providing general administrative support by scheduling meetings, organizing files, preparing correspondence, completing forms and applications, and booking travel, as needed.
- Other duties as assigned.

QUALIFICATIONS

Bachelor's degree required. Master's degree and experience in educational fundraising preferred. Must be organized and detail-oriented with strong communication and technical skills, a sense of humor, and a willingness to be flexible and patient in the context of a small and growing business. Working knowledge of Google Workspace, MS Office (including PowerPoint), Zoom, Adobe Creative Cloud, Canva, iMovie, Elevate, Blackboard, WordPress, Salesforce, Pardot, SurveyMonkey, or comparable platforms is desirable. Must be able to travel occasionally and work occasional evenings and weekends as needed.

ABOUT AGN

As the world's leading resource for annual giving programs, AGN helps educational institutions develop sustainable sources of philanthropic support. We're proud to have served thousands of colleges, universities, and independent schools through our research, training, and consulting services, and through our membership program, which provides ongoing access to professional development. Learn more at AnnualGivingNetwork.com

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