

Job Description_Marketing Manager

Title: Marketing Manager
Company: Annual Giving Network
Location: Medfield, MA (hybrid)

This Marketing Manager plays a key role in driving AGN's marketing efforts with the goal of increasing awareness, generating leads, and increasing sales. The ideal candidates will be strategic, organized, detail-oriented, and service minded.

RESPONSIBILITIES

- Managing central marketing schedule
 - Maintaining company website
 - Producing email campaigns
 - Managing social media channels
 - Developing written, graphic and video content.
 - Coordinating advertising efforts (e.g., digital ads, sponsorship, partnerships)
 - Reporting on marketing activity and results
 - Other duties as assigned
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QUALIFICATIONS

Bachelor's degree and 5+ years of relevant experience required. Experience in email marketing and social media marketing is required for this role. Experience in educational fundraising is desirable. 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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