



TITLE: Marketing Manager

EMPLOYMENT TYPE: Full-time

RATE: \$35,000 - \$40,000

ABOUT THE ROLE:

Reporting to the Director of Engagement, you will be responsible for supporting Innovate Birmingham's communication and marketing efforts. You will work closely with all internal teams (and sub-teams) such as operations, admissions, engagement, etc. and outside agencies to deliver against our marketing objectives. You are creative & data-driven in your approach to campaign creation and problem-solving. You also possess a strong aptitude for traditional marketing and understand how online can support cross-channel marketing and enhance advertising campaigns.

WHAT YOU'LL DO:

Digital Marketing/ Brand Management

- Develop and implement recruitment strategies in coordination with the Director of Admissions to ensure full program enrollment
- Collaborate with the Innovate Birmingham Team, and the Director of Engagement specifically, to plan and improve campaigns to recruit participants, expand program awareness, and fundraise
- Develop and track marketing budget and expenses ensuring all activities have a positive return on investment
- Run the day-to-day project management of ad campaigns, including campaign scoping, production, audience definition, asset delivery, and deployment
- Analyze campaign data and report on recommendations, iterations needed and strategy on a bi-weekly basis
- Plan, organize and coordinate the launch & post-launch of all marketing campaigns
- Direct the creation of marketing documents, such as flyers, brochures, posters, and digital collateral
- Create and review copy for social media, blog, and website content
- Serve as point of contact for media

PR/Event Support

- Source opportunities for Innovate Birmingham staff to engage external communities (via TV interviews, radio, podcast, etc.)
- Maintain website and online event invitations with updated information, event descriptions, and blog posts



- Assist Director of Engagement with managing Innovate Birmingham events and recommending external events for Innovate Birmingham to attend
- Facilitate event logistics such as booking and confirming event space and catering, coordinating with vendors, managing on-site production and management and preparing event collateral

WHAT YOU HAVE:

- Bachelor's degree in marketing, public relations, communications, or other relevant field or 2+ years experience in a marketing role. Ideally a mix of traditional and digital. Managing external relationships is a plus.
- Working knowledge of the fundamentals of SEO practices and how to implement into a marketing strategy
- Experience managing social media accounts (Facebook, Twitter, Instagram, LinkedIn, Youtube)
- Demonstrated proficiency in one or more of the following: Google Adwords, Google Analytics, Hootsuite or similar automation platform, Mailchimp or similar email marketing platform
- A creative person who can envision new and exciting ways to market to our target demographic is one of your strengths. You also have a skill for seeking out low-cost, high-return ways to achieve our objective of bringing awareness to Innovate Birmingham.
- Excellent project management skills, ability to multitask effectively, and work cross-functionally
- Experience working with Canva, InDesign, or Photoshop

WHAT WILL SET YOU APART:

- You understand brand awareness and recruitment best practices for online and offline campaigns
- You have experience with Asana or other project management tracking apps (e.g., Slack, Discord, etc.)
- You value transparency - this is a highly collaborative role and will not function in a vacuum
- You have experience in both B2B and B2C marketing



HOW TO APPLY:

1. Send your cover letter, resume, work product, and links to your portfolio and design materials or graphics to haleyh@innovatebham.com.
2. Please list “*Marketing Manager*” in the email subject line.
3. Please no phone calls or drop-ins. Applicants will be accepted on a rolling basis until position is filled.

ABOUT INNOVATE BIRMINGHAM

Innovate Birmingham, formerly I am Bham, Inc., became a registered 501(c)3 in 2016 following the award of the US Department of Labor’s America’s Promise grant. Led by the University of Alabama at Birmingham (UAB), a coalition of over 15 community partners and 30 employers came together to solve two problems: (1) meet the demand of an IT workforce growing at the second-fastest pace in the country; (2) harness the potential of under- and unemployed residents in Central Alabama.

Innovate Birmingham and our partners are driven by a shared belief: talent is distributed equally in our community but opportunity is not. Our programs are designed to address this challenge by identifying talent needs with employers; connecting with area residents who are disconnected from the labor market; and providing holistic support, professional development, and training for our students.

As a demand-driven nonprofit organization, our programs are updated and aligned with industry needs along with input from employers and participants. Learn more about us at www.innovatebham.com.