



310 8th Street, Suite 300
Oakland, CA 94607
(510) 663 – 9200

Digital Marketing Manager

Organization Overview

Coaching Corps believes that every young person needs a caring adult outside the home who believes in them, teaches them invaluable life lessons, and helps them to become their best self. For many of us who grew up with access to quality organized sports, that person was a coach.

Middle-class and affluent families pour money and time into ensuring that their kids benefit from sports participation. But kids living in low-income communities have limited access to quality sports programming, leaving them once again on the side-lines.

Coaching Corps is the only national organization with the sole mission of leveling this playing field. We inspire people to volunteer as sports coaches and then place them with after-school programs serving low-income communities so that they can offer quality sports programming with a trained coach. Coaching Corps coaches are trained and supported to use a season of sports to teach kids invaluable life skills such as persistence, optimism, self-regulation, and empathy. Coaches help young people experience the safety, belonging, trust, and autonomy of a great team sports environment while learning to surpass even their own expectations and building confidence and leadership skills.

Since 2012 Coaching Corps has trained and supported over 10,000 people to become sports coaches. In turn, these coaches have provided a season of sports to over 100,000 kids. We operate throughout California, as well as in Boston, Baltimore, Orlando, and Atlanta. This year alone we will provide over 30,000 kids with a trained coach as a role model and mentor. Along the way we are building a vocal constituency of young people, afterschool leaders, sports industry executives, and community leaders, in support of youth sports for *all* kids, regardless of the neighborhood they live in.

Join a growing and dynamic organization committed to closing the sports equity gap. Stand with thousands of volunteer coaches and dedicated afterschool programs that are building the movement to ensure that every child, regardless of their zip code, has access to the transformative power of sports with a trained and caring coach.

More information about Coaching Corps can be found at www.coachingcorps.org. **Coaching Corps is an equal opportunity employer. Qualified women, racial and ethnic minorities, persons with disabilities, and those who are LGBTIQ-identified are encouraged to apply. Please send your cover letter and resume to careers@coachingcorps.org with the position name in the subject line.**

Position Overview

Reporting to the Marketing and Communications Director and collaborating with the Sr. Manager of Corporate Partnerships and Events, the **Digital Marketing Manager** will create and execute communications plans and maximize Coaching Corps' leverage of digital platforms to tell our coach and kid stories, extend the reach of our mission, support coach recruitment and engagement and increase fundraising.

Responsibilities

- Creates and implements annual digital communications and marketing plan for the organization including its goals, strategies, tactics in coordination with other staff
- Ensures brand integration on all organizational digital channels as directed by the Marketing and Communications Director
- Creates and implements innovative strategies for all digital engagement for all initiatives, including the Game Changer Awards, Coaching Corps Hall of Fame, digital fundraising, and other programs with online components
- Coordinates with other departments to spotlight their efforts on digital channels
- Creates, manages, and implements digital advertising campaigns to support various organizational initiatives to drive broad interest and engagement, and report out on results
- Creates useful high-quality digital materials – images, videos, sound bites, and other assets – per the digital plan and as needed
- Informs staff, leadership, and board on all communications efforts
- Oversees organizational website and ensures information is up-to-date and content is strategically aligned with organization’s goals and priorities
- Seeks ways to improve regional presence on website, including for Hall of Fame and storytelling.

Qualifications

- 3-5 years’ digital content production management and marketing experience, some sales experience preferred
- Bachelor’s degree in Business, Marketing, Communications, or similar/related field
- Basic to intermediate knowledge of SEO/SEM
- Demonstrated expert in social media platforms and technical skill in leveraging each one
- Intermediate graphic design skills with an eye for good design and presentation
- Strong WordPress skills required, basic knowledge of HTML/CSS/Photoshop required, ability to learn additional digital skills
- Strong writing skills to adapt Coaching Corps’ communications to the digital target audience
- Demonstrated storytelling ability through copywriting and visual elements
- Analytical and objective thinking ability to measure success with Google Analytics, Salesforce, and/or other tools
- Team-player who is a good listener in addition to sharing passion about the work

Working Conditions/ADA information

Work performed at Coaching Corps headquarters in Oakland is in an accessible, secure, and quiet office environment. Responsibilities occasionally may require an adjusted work schedule, overtime, and evening/weekend hours in order to meet deadlines. In addition, the following physical requirements are indicated below using the following key definitions:

- Task is not applicable during most, if not all, working hours – described as N/A
- Task takes less than one-third of the time – described as “occasionally” or “O”

- Task takes one-third to two-thirds of the time – described as “frequently” or “F”
- Task takes more than two-thirds of the time – described as “regularly” or “R”

Fine Manipulation	R	Move, Traverse	O
Vision – close	R	Climb	N/A
Vision – distance	O	Stoop/Kneel/Crawl	O
Ability to lift <10 lbs	O	Talk	F
Ability to lift 25 lbs	N/A	Hear	F

Coaching Corps reserves the right to assign or reassign duties and responsibilities to this job at any time. The job description reflects management’s assignment of essential functions, but it does not restrict the tasks that may be assigned.