



## Digital Marketing Manager (1-2)

### Organization Mission and Vision

The Young Nonprofit Professionals Network of Washington, DC (YNPNdc) works to elevate, energize, and educate the Washington DC Metro nonprofit community by sharing resources, building skills, and fostering connections.

YNPNdc is an independent 501(c)(3) organization, affiliated with the Young Nonprofit Professionals Network (YNPN), which serves more than 50,000 members and includes chapters in more than 40 cities. Our vision is an inclusive community of forward-thinking and inspired professionals equipped to lead the nonprofit sector.

### Position Overview

The Digital Marketing Manager is responsible for overseeing YNPNdc's digital marketing strategy, including managing emails, newsletters, and other marketing materials that promote YNPNdc's brand, events, and resources. This position will report to the Communications Director and be a part of the Communications Committee.

### Primary Responsibilities

- Manage email campaigns and communicate YNPNdc brand through email marketing
- Create and curate content for all email campaigns
- Analyze current email marketing campaigns and make recommendations for improvement
- Oversee YNPNdc's Google Ad Grant strategy and implementation
- Generate monthly reports on email and marketing campaigns for Communications Committee

### Secondary Responsibilities

- Provide website and design support as needed
- Ensure all digital communications follow best practice and brand guidelines

**Preferred Qualifications** - As a young professional organization, YNPNdc is committed to providing opportunities for young and/or aspiring nonprofit professionals to develop the skills needed to advance their nonprofit careers. As such, the qualifications below are not required to apply for the position, but applicants should have interest in gaining experience and/or further advancing their knowledge in these areas:

- Passion for YNPNdc's mission and vision.
- Strong writing and editing skills.
- Background with email marketing tools (Mailchimp preferred).
- Experience with Google Ads manager and Google Ads grant
- Strong ability to focus, listen deeply, and create space for open conversation and learning.
- Commitment to personal and professional growth.
- Ability to dedicate time to the position and organization (5-10 hours per month).

Volunteers will begin in October 2024 and are expected to serve a 12-month term. Applications are due Sept. 19.

Apply at <https://forms.gle/35M6PTwpZR65KuWf6>