

Growth + Product Marketing Manager

Reports to: Vice President of Engagement + Educator Experiences

Organization: Mizzen Education, Inc. (501(c)(3) nonprofit)

Location: Remote. This position is open to candidates currently residing in the following states: California, Oregon, Indiana, Michigan, Minnesota, Georgia, Washington, Florida, Nevada, Arizona, or North Carolina. We are unable to consider applicants located outside of these states at this time. While the role is remote, candidates should be comfortable working primarily within Central or Eastern Time Zone business hours to support team collaboration.

Position type: Full-time

Work Schedule: Agreed upon; Travel required 10 – 20%

About Mizzen Education

Mizzen Education is a nonprofit edtech and youth development organization building technology, resources, and experiences that empower educators and inspire young people. We believe learning should spark curiosity, cultivate joy, and help young people see what's possible for themselves and their world. That's why we partner with the out-of-school time field to support educators and programs that create meaningful, engaging experiences for youth every day.

About the Position

We are looking for someone as passionate about education, technology, and community as we are and who brings experience across product marketing, growth, and user engagement.

You'll be the one shaping how our products are positioned, launched, understood, and adopted end-to-end.

This is a hands-on role for someone who can move between strategy and execution. You might be developing the go-to-market plan and positioning for a new digital product one day, examining where users are dropping out of an onboarding journey the next, and then working with a designer or copywriter to bring a campaign to life through storytelling.

This role is part of the Engagement and Educator Experiences team and works closely with all Mizzen departments and contractors, focusing on turning first-time users into successful, engaged educators, not just growing signups.

What You'll Do

- **Campaign Strategy + Execution:** Develop and implement integrated marketing campaigns across email, web, digital advertising, social media, events, partnerships, and other channels that support product, growth, and organizational priorities, with oversight and direction from the VP of Engagement + Educator Experiences.
- **Growth + Engagement Marketing:** Build and optimize segmented user journeys, communications, and campaigns across acquisition, onboarding, activation, engagement, retention, and re-engagement in line with the priorities set by the VP of Engagement + Educator Experiences to grow Mizzen's community and help users discover greater value across our products and experiences.
- **Product Marketing:** Partner with the product development team and VP of Engagement + Educator Experiences to co-develop positioning, messaging, audience strategies, and go-to-market plans that successfully launch and drive adoption of Mizzen's growing portfolio of free and paid products, features, and services, both on and off the platform.
- **Marketing Operations Management:** Own Mizzen's marketing calendar, workflows, systems, and day-to-day execution while managing branding and design, communications, and advertising contractors to keep marketing moving effectively.
- **Performance + Optimization:** Use marketing and product data to understand performance across the user journey, identify Mizzen's biggest opportunities for growth and engagement, and prioritize where to focus, continuously improving conversion, onboarding, product and feature adoption, engagement, retention, SEO, and campaign effectiveness.
- **Partnership Collaboration:** Develop marketing plans with Mizzen's partners that expand reach, create shared value, and introduce more educators and organizations to Mizzen.
- **Cross-Functional Collaboration:** Work closely with all Mizzen Education departments to ensure marketing strategies align with organizational goals, bringing user and market insights into organizational conversations and aligning teams around campaigns, launches, and growth priorities.

What You Need to Succeed

- **Marketing Strategy:** Proven experience in independently crafting and executing multi-channel marketing strategies, managing user journeys, driving demand, and responding to shifting priorities and timely events through targeted campaigns.

- **Product Marketing:** Demonstrated experience marketing digital products, platforms, or service solutions, including product positioning, go-to-market strategy, product or feature launches, and driving adoption.
- **Project Management:** Strong skills in managing multiple projects, familiar with tools like Asana, MailChimp, Retool, Slack, and Canva, or similar.
- **Content Development:** Expertise in leading content creation, including digital ads, social media, blogs, and email campaigns, with experience managing designers and writers.
- **Analytical Skills:** Data-driven approach to marketing, optimizing website performance, email, SEO, and conversion rates.
- **Collaboration:** Experience working across teams and with external partners to align marketing strategies with organizational goals, with the ability to give and receive feedback, refine direction collaboratively, and move shared priorities forward.
- **Creative + Strategic Thinking:** Ability to think creatively and strategically, focusing on community engagement, retention, and brand growth.
- **Writing + Communication Skills:** Excellent writing and communication skills for various marketing and collaboration channels, including email, social media, and web content.
- **People Management:** Experience in managing contractors across time zones and fostering a positive work environment.
- **Adaptability:** Agile, human-centered approach with the ability to pivot strategies and maintain focus on positive outcomes.
- **Ownership + Initiative:** Takes initiative, follows through, and is comfortable moving projects forward in a fast-paced, evolving environment.
- **Startup Experience:** Marketing experience at a fast-paced, high-growth startup is a plus.

Work Environment & Requirements

- Work approximately 40 hours per week.
- Flexible, remote position. Candidates should be comfortable working primarily within CST or EST business hours to support team collaboration.
- Manage two to three contractors (i.e., graphic design, copywriter, social media, and Google Ads) and potentially additional staff in the future.

What We Offer You:

A work environment that encourages curiosity, growth, and learning alongside a human-centered, collaborative, purpose-driven, and creative group of professionals dedicated to advancing high-quality learning experiences for both educators and the youth they serve.

The salary range for this role is \$75,000 - \$85,000 per year, depending on relevant experience and work history.

Mizzen Education, Inc. offers a comprehensive and competitive benefits package.

- Comprehensive health coverage
- 401k matching
- Discretionary time off
- Company-observed holiday pay (21 days in 2026)
- Monthly work-from-home stipend
- Flexible schedule (during work hours)

Subject to change

A Few Things to Know About Us:

- We work at the intersection of technology, content, and community, creating solutions for the people and organizations that make learning in out-of-school time spaces possible.
- As we continue to build new free and paid offerings, both on and off the platform, we are thinking intentionally about how each product solves real problems for educators and organizations and how those products work together to create greater value.
- We are an 11-person, mission-driven team that cares deeply about both the people we serve and the quality of what we put into the world. We work with the energy and adaptability of a start-up: building, learning, and evolving as we grow.
- We believe great products and experiences begin with listening to and understanding our community, and we use what we learn to shape what we build next.
- We are evolving beyond being known primarily for our digital learning resource and lesson plan library, building a broader ecosystem of products and experiences that help educators and organizations discover learning resources, build and share organizational planning systems, coordinate teams, and create and manage their own content.

How to Apply:

Send a brief note explaining why this opportunity resonates with you, along with your resume, to apply@mizzen.org.

Find us online: www.mizzen.org

- Facebook: www.facebook.com/mizzeneducation
- LinkedIn: www.linkedin.com/company/mizzeneducation
- Instagram: www.instagram.com/mizzeneducation

Equal Employment Opportunity Statement

Mizzen Education's mission statement and core values prioritize a human-centered culture of inclusion for its employees that respects individual strengths, views, and experiences. Mizzen Education, Inc. is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single requirement. At Mizzen Education, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every single qualification in the job description, we encourage you to apply anyway. You may just be the right fit for this or other roles.