

## Marketing Manager, Growth + Engagement

*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, 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

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.

Mizzen Education is a nonprofit edtech and youth development organization working at the intersection of technology, content, and community. We design and deliver high-quality learning resources and innovative collaborative planning tools on our Mizzen platform alongside meaningful professional development that empower educators, programs, and systems to expand access to engaging, equitable learning beyond the school day. As a growing, mission-driven organization, our team operates with the energy and adaptability of a start-up—building, testing, and evolving the systems that support our impact. And this is where you come in.

To remain aligned with and connected to our growing community, its needs, and growth opportunities, Mizzen Education is seeking a full-time Marketing Manager to join our eleven-person team. This new role will build upon, implement, and manage Mizzen's marketing strategy, resulting in community growth and ongoing engagement with the Mizzen platform across Mizzen's communication channels and at Mizzen events and experiences. We are looking for someone as passionate about education, technology, and community as we are, and who brings their true self to Mizzen Education.

If you can see yourself in this environment, then check out the job description below.

### About the Position

The Marketing Manager, Growth + Engagement is responsible for running Mizzen's day-to-day marketing efforts, with a focus on driving user signups, engagement, and retention. This role is execution-focused and will be responsible for planning and launching campaigns, managing

ongoing user communication, and ensuring marketing efforts remain consistent and effective over time.

This role is part of the Engagement and Educator Experiences team and works closely with all Mizzen departments and contractors to support growth, retention, and community engagement.

### What You'll Do

- **Campaign Strategy + Execution:** Design and implement targeted marketing strategies and campaigns across various channels, including digital, email, social media, and events, with oversight and direction from VP of Engagement + Educator Experiences. Develop user journeys and segmented marketing funnels tailored to different personas. Manage all marketing-related functions, programs, initiatives, etc.
- **Marketing Operations Management:** Own the marketing calendar and ensure consistent execution across channels. Use tools such as MailChimp, Google Ads Console, Meta Business Suite, ReTool, Asana, and other platforms to optimize campaign performance and support the organization's marketing and growth strategy.
- **Content Development + Management:** Lead and manage the digital marketing content creation strategy and resources to inform, inspire, and engage current and prospective Mizzen members. Manage graphic design and copy marketing assets and contractors for all internal and external stakeholders, including funders, prospective users, current users, and content partners.
- **Performance + User Retention Optimization:** Lead efforts to enhance website performance, including SEO, user experience, and the development of onboarding and win-back campaigns. Track and use growth and engagement metrics (email performance, campaign results, etc.) to improve future campaigns and communication.
- **Partnership Collaboration:** Develop and implement strategy and engagement plans for Mizzen engagement partners and platform content collaborators, working closely with various teams to align on strategic goals.
- **Inter-Departmental Cross-Collaboration:** Collaborate closely with all Mizzen Education departments to ensure marketing strategies align with organizational goals. Facilitate communication and coordinate cross-team efforts to streamline workflows, share insights, and integrate marketing initiatives with broader company objectives.
- **Support + Miscellaneous:** Provide additional support as needed, including UX/UI plans, assistance with organizing marketing workflows, and development of standard operating procedures (SOPs).

### 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 You Need to Succeed

- **Marketing Strategy:** Proven experience in independently executing multi-channel marketing strategies, managing user journeys, driving demand, and responding to shifting priorities and timely events through targeted campaigns.
- **Project Management:** Strong skills in managing multiple projects, familiar with tools like Asana, MailChimp, Retool, Slack, and Canva, or similar, and optimizing campaign performance.
- **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 with cross-functional teams and partners, aligning marketing strategies with organizational goals. Comfort working in a collaborative environment where direction is refined together, as well as being able to take feedback and iterate, ensuring the marketing strategy aligns with organizational goals.
- **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.

## What We Offer You:

A work environment that encourages curiosity, growth, and learning alongside 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*

### **How to Apply:**

Send a brief note explaining why this opportunity resonates with you, along with your resume, to [apply@mizzen.org](mailto:apply@mizzen.org).

Find us online: [www.mizzen.org](http://www.mizzen.org)

- Facebook: [www.facebook.com/mizzeneducation](http://www.facebook.com/mizzeneducation)
- LinkedIn: [www.linkedin.com/company/mizzeneducation](http://www.linkedin.com/company/mizzeneducation)
- Instagram: [www.instagram.com/mizzeneducation](http://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.