



TITLE: Content Marketing Manager
EMPLOYMENT TYPE: Full Time Employee
WORK HOURS: 40 hours per week, Exempt
LOCATION: Hybrid – 1-2 days a week in Edina, Minnesota, 3-4 days remote*
REPORTS TO: Associate Director

*Open to fully remote position for the right candidate.

About WithAll

[WithAll](#) is working to create a cultural shift of kids feeling good in their bodies. As a 501(c)(3) serving a national audience, WithAll engages donors and businesses as partners who help make this work possible. WithAll educates and equips adults to help kids develop positive body image and relationships with food, as we also provide grants for those in need of intensive treatment to recover from an eating disorder.

We are a small but energetic and growing team working to disrupt the harmful ways our culture thinks about food and body by considering a child's perspective. Our team is skilled and dedicated to a productive and fun work culture that values health – mental, physical, all of it. Employment at WithAll offers a great deal of flexibility for the right candidate who is accountable and driven to hit their goals excellently and on time.

Position Summary

We're looking for someone with experience creating content and using modern media channels to drive meaningful engagement and make a positive impact. We're looking for a passionate, driven, and digital-savvy crusader to help us use the power of modern media for good!

The Content Marketing Manager leads and integrates all digital resource creation and marketing activities for the organization, ensuring reach and online donation goals are achieved, brand identity is consistent in all materials, and all deadlines are met. This position is responsible for ensuring marketing tactics within the marketing plan are executed and identifying what interventions are needed to hit annual goals.

Responsibilities

Management

- Develop and implement a comprehensive content marketing strategy for



various digital channels and customer journeys that align with our mission and objectives.

- Collaborate with and manage external partners, influencers, and a team of contractors to expand our reach and amplify our message (Google Ads grant administrator, website developer and designer, and copy writer as needed to execute marketing goals).
- Create and manage strategic project plans and the editorial calendar with SMART goals and clear ownership to hit quarterly and annual reach, impact, and online donation goals.

Execution

- **Partnerships:**
 - Identify, solicit, and fulfill content collaborations with organizations and social media influencers to support reach and online donation goals.
 - Work with the development team to create sponsorship proposals to fund new resources and ensure all benefits to the sponsor are fulfilled through the digital marketing campaign for the resource.
- **Content Creation & Marketing:**
 - Create or oversee the creation of new content resources to drive traffic to the WithAll website. These pieces may include blog posts, online quizzes, videos, or other tactics as identified by the marketing team.
 - Lead the creation of new digital offerings of WithAll (e-book guides, video series and trainings).
 - Develop and execute fundraising appeals across digital channels to hit online donation goals.
- **Social Media:**
 - Create content for Instagram, Facebook, Twitter, and LinkedIn to be posted via Sprout Social by the marketing assistant.
 - Monitor and engage with the WithAll's social media community to support our users and encourage engagement.
 - Using Phantom Buster, send direct messages to followers of affinity brands promoting our resources.
- **Email Marketing:**
 - Create and send monthly and quarterly newsletters to each WithAll target audiences.
 - Create and execute email appeals for donations.
 - Send additional emails as identified.
- **Website:**



- Ensure the website is functioning, and content is current and accurate.
- Create landing pages for marketing campaigns as needed.
- Work with web developers to fix any web issues in a timely manner.
- Optimize content for search engine visibility and user experience.
- **Google Ad Grants:**
 - Work with Google Ad administrator to utilize the Google Grant each month, testing new messages and audiences in line with marketing campaigns and resource launches.
- **Reporting & Evaluation:**
 - Accountable for marketing tactics hitting our reach, sign up and survey response goals. If tactics are not hitting goals, identify, recommend, and execute interventions to hit goals on time.
 - Track and analyze the performance of content marketing initiatives, providing insights and recommendations for improvement to WithAll management.

Values & Skills

- A passion for WithAll's mission to help kids feel good in their bodies by preventing eating disorders and supporting recovery.
- Align with WithAll's core values:
 - Collaboration with kind candor.
 - Question the status quo.
 - Pride in ownership.
 - Figure it out. Get it done.
 - Start before it's all clear and learn as we go.
- Demonstrates a high degree of initiative in owning and leading activities to meet goals.
- Excellent organizational and project management skills; ability to plan, organize, track, direct, and execute work to achieve goals.
- Digitally savvy, with ability to quickly learn new tools and problem solve.
- Strong writer with experience writing content for the digital tactics outlined above (writing samples may be requested during interview process).

Education & Preferred Experience

- Bachelors' degree or combination of education and equivalent work experience in lieu of degree.
- Experience managing marketing campaigns.



- Experience managing contractors and consultants.
- Experience with marketing through digital channels and leveraging them to grow program reach.
- Experience with MailChimp, Form Assembly, WordPress, Sprout Social, Google Analytics and Salesforce desired.

Salary

Competitive compensation and benefits package commensurate with experience.

To Apply

Submit a cover letter and resume to lcrye@withall.org.

The first round of submissions will be considered Friday, June 9, 2023, but the position will remain open until filled.

WithAll provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. People of color, transgender people, and gender non-conforming people are encouraged to apply.