

# LaunchCode

## Marketing Manager

### About LaunchCode

LaunchCode is a non-profit solving the tech talent gap and paving new pathways to economic opportunity through apprenticeships and job placement in technology. Since 2013, we've launched over 2,300 careers across the nation and have provided free, skills-based training to over 8,000 driven individuals. Check out our most recent impact report here.

### Marketing Manager

We are looking for a Marketing Manager to join our St. Louis Marketing & Creative team. This role is responsible for creation and deployment of our program and recruitment needs, including brand content, social media and blog content, print collateral, event support, and other program and/or marketing items. The Marketing Manager is a generalist who keeps many projects moving, creates engaging content, writes convincing copy, and is key to spreading the word about our free programs and success stories. The Marketing Manager supports the effective implementation of marketing initiatives for multiple audiences through effective communication, collaboration, and coordination with the rest of the marketing team and other departments. This role works within the Marketing & Creative Team and cross-functionally across the organization to keep many projects moving at once.

The Marketing and Creative team is focused on reaching new audiences and making our users' experiences the best they can be. Our small in-house team is agile, fast-moving, always learning, and constantly improving our methods to tell the world about LaunchCode's life-changing programs. We value teamwork, accountability, continuous learning, fun on the job, and being yourself at work.

**\*\*Please include a link to past copywriting and design work for social, email, or other digitally published content to be considered\*\***

### Essential Functions

#### Social Media Management

- Develop new, original social media campaigns for a variety of outreach needs.

- Schedule organic content, curate outside news and content of interest to our audiences, and create and schedule paid digital campaigns as needed.
- Monitor and manage our audience interactions, questions, and comments across all social and content channels.

### **Email Marketing**

- Plans and executes newsletters, announcements, reminders, and other email campaigns to drive engagement and action among various audiences.

### **Copywriting**

- Writes great hooks, program explainers and how-tos, tells stories, and speaks with the LaunchCode voice.

### **Branding**

- Maintains, updates, and contributes to building our brand standards across all public-facing content.
- Conducts competitor research.
- Contributes to content optimization and SEO to help people find LaunchCode.
- Creates digital collateral, photography, illustrations, print collateral, blog content, emails, and other communications or content as needs arise.

## **Qualifications**

### **Competencies:**

- Social, email, or other print or digital design experience **\*\*SAMPLES REQUIRED\*\***
- Fantastic organization and time management skills
- Ability to independently manage the workflow of overlapping projects from multiple requesters from ideation through completion
- Clear communicator to ensure understanding in both written and verbal planning and discussions
- Outstanding attention to detail
- Fearless question-asking and idea-trying
- Creative problem solver with an “always learning” mindset
- Fantastic organization and time management skills

- Comfortable taking photos, interviewing individuals as needed at events or for use in content creation
- A love for teamwork and collaboration
- Ability to work some evening events (approximately one to two evenings per month on average)

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**Software:**

- Experience in Adobe CC Illustrator, InDesign, Photoshop, and Spark
- Bonus points for experience in Adobe, XD, Premiere Rush or Premiere Pro
- Experience with content management and delivery platforms for email, advertising, blog, or website content such as HubSpot, MailChimp, or Wordpress
- Experience using social media management apps to manage multi-channel scheduled posting and community activity
- Prefer HTML, CSS, and JavaScript experience

## **What it's like to work at LaunchCode**

Are you a person who's always listening for connections? Got an earnest drive to open doors to opportunity for others and make an impact on their lives? If so, then you've come to the right place.

**You're part of changing lives and changing the face of the tech industry.**

Traditionally, education and jobs in technology haven't been widely accessible to many demographics and populations. Of LaunchCode students enrolled in courses so far in 2021, 52% identify as people of color and 57% identify as women. More than 80% of LaunchCoders placed into paid apprenticeships in 2021 have been offered a permanent position, where the average LaunchCoder more than doubles their previous salary.

**You'll pull together with your teammates to grow the organization's reach, our outcomes, and our sustainability.**

LaunchCode has a life-changing, career-making model. Our goal is to put it to use for as many people and companies as we can. Whether by reaching more learners, building more employer partnerships or

securing more resources to support our programs, our people realize that growth and innovation are central to maximizing our impact in the world.

**You'll be part of a company that values diversity, equity, and inclusion among our staff, students, and board.** In 2019 and 2020, the St Louis Women's Foundation named LaunchCode as an honoree in its [employment scorecard initiative](#) for demonstrating a strong commitment to women in the workplace. [Forbes](#) also named us one of 2020's best startup employers in the U.S. But beyond external recognition, we believe deeply in Black Lives Matter, celebrating [Pride](#) all year round, and uplifting [women in tech](#).

**You'll be immersed in a culture based on shared values.** We love to laugh, compete for the best GIF game on Slack, and show off our pets. We also share these values: collaboration, trust, appreciation, and being kind.

## We Heart Diversity

LaunchCode supports and fosters leadership from underrepresented communities. We strongly encourage folks from immigrant communities and communities of color, as well as those who identify as women, LGBTQ or under-resourced to apply. LaunchCode is an Equal Employment Opportunity Employer. Program and employment policies of LaunchCode are nondiscriminatory in regard to race, color, gender, religion, age, national origin, disability, veteran status or sexual orientation.

## Position Type

Exempt — 40 hours per week

## Benefits of full-time roles at LaunchCode:

- **Competitive Salary:** This will be a salaried position in the range of 55K.
- **Medical, Dental, Vision, and Life Insurance:** We offer competitive healthcare (including access to an HSA), dental, and vision plans, with employer premium contributions, and an optional life insurance plan.
- **401K:** We offer an employer match to a 401(k) plan up to 6% with immediate vesting.
- **Personal Time Off:** All full-time employees get 20 Personal Time Off days per calendar year and 10 company holidays.
- **Remote Work** - We recognize that the best work environment differs from person to person, and offer remote work options.

- **Flexible Work Schedule:** Everyone has different schedules and responsibilities. We encourage you to be “online” when you work best, as long as you are available for team meetings and can communicate effectively with your coworkers.
- **Computer:** LaunchCode provides a laptop reimbursement for all new employees.
- **Professional Development:** Internal and external opportunities are budgeted for each employee’s continued career growth each year.
- **Paid Family Leave:** Employees who have been with LaunchCode for at least 6 months are eligible for a family leave plan of up to 3 weeks paid and 3 weeks unpaid. Employees who have been with LaunchCode for at least 1 year are eligible for a family leave plan of up to 6 weeks paid and 6 weeks unpaid. Family leave is offered to all eligible employees, regardless of gender.

## To Apply

**Apply online by filling out the form above. No phone calls, please. References should be available upon request. Applications will be accepted on a rolling basis until the position is filled. We highly recommend applying as early as possible for the best chance of moving forward. The employment eligibility of all new hires will be verified using E-Verify.**

If we can make any accommodations for you at any point during the hiring process (applying online, interviewing, on-boarding), please contact [hr@launchcode.org](mailto:hr@launchcode.org). We are happy to provide any information or resources that will make this process accessible.