



Marketing Manager

The Problem

Early talk and interaction are essential to early childhood development. Yet far too few children grow up in the language-rich environment they need to be successful. Research tells us adults tend to significantly overestimate how much they talk with young children, and up to a third of children may be spending their days in language isolation.

The Solution

LENA closes the talk gap, and therefore opportunity gaps, by supporting adults who care for children (both parents and early childhood teachers) in building the requisite skills for increasing interaction. LENA has two flagship programs: LENA Start, to support young children and their families in the home environment, and LENA Grow, to support young children and their educators in any early learning setting. Each program combines LENA's best-in-class educational technology with strengths-based coaching to deliver proven outcomes, accelerating language development for young children and increasing confidence and role satisfaction for parents and educators.

The Role

As LENA's Marketing Manager, you will help us continue to grow through cross-channel multimedia storytelling, content strategy, lead generation, and creating materials to support our Growth team.

Things you might do on a given day:

- Plan and execute marketing campaigns and maintain the content calendar, coordinating with internal and external stakeholders as needed.
- Spearhead multimedia storytelling efforts that bring our data and results to life through the personal experiences of our partners and end users.
- Support our Growth team through the development of sales collateral, pitch decks, and email campaigns.
- Develop and implement social media strategy to drive increased engagement with existing and potential partners, staying up to date with emerging trends and tools.
- Build our funnel of online lead generation through strategic content, email marketing, paid search, and social advertising. Identify and test new strategies, generating data to drive decision-making about which approaches to further prioritize.
- Track and report analytics to foster strategic insights that can be shared across the team to help determine the best performing messaging, the most engaged audiences, and new content. This includes A/B testing of social ads, email subject lines and content, landing page variables, and detailed click and user tracking on LENA.org.
- Build our audience strategically through earned media, promoting both LENA-centric stories and supporting partners in increasing media recognition in their communities and regions.

Qualifications:

- At least three to five years of experience in a B2B or education-focused communications role with demonstrable digital engagement and lead generation metrics to show for it.
- Outstanding writing and editing skills with the confidence to be the organizational "brand voice" and to cultivate that voice in others.
- A bachelor's degree in marketing, communications, journalism, or related disciplines.
- A self-motivated creative thinker who enjoys wearing multiple hats, trying new things, removing roadblocks, and solving problems. We work as a small, tight-knit team and look for people who are self-starting and motivated to build things.
- Highly organized and attentive to detail and consistency across written materials and graphics.
- Tech savvy with a variety of content creation tools under your belt and the ability to pick up new tools quickly.
- Strong commitment to our mission of improving the lives of children and caregivers through early talk and empathy with the communities we serve (e.g., underserved populations, bilingual and/or multicultural environments).



Building brains through early talk

LENA's team is passionate, fun, and supportive. To learn more visit: www.lena.org/joinourteam. We offer an excellent benefits package. The minimum salary for this role is \$60,000. Your individual salary will be market competitive based on skills, abilities, location, and level of experience. Our salary ranges are very broad, leaving ample room to earn well above that minimum. To apply, please submit cover letter with salary/compensation requirements, resume, and three of your best work samples as a single pdf document to hr@lena.org.

LENA is an equal opportunity employer. All employment is decided on the basis of qualifications, merit, and business need. We are committed to building a team that represents a variety of backgrounds, identities, perspectives, and skills. The more inclusive we are, the better our work will be. EOE/M/F/D/V