



Building brains through early talk

Job Title: Director of Content and Marketing

Reports to: VP of Growth

Company Summary:

LENA is a national nonprofit on a mission to transform children's futures through early talk technology and data-driven programs. Research shows that back-and-forth interaction between children and their adult caregivers in the earliest years is a key to long-term outcomes. We integrate our "talk pedometer" technology into innovative programs to support parents, caregivers, and teachers to accelerate children's language development, school readiness, and social-emotional health.

Job Summary:

The **Marketing and Content Director** owns the LENA brand and oversees all marketing and content initiatives to drive lead generation, engagement, sales, retention, and leverage customer evangelists. This role works collaboratively and cross-functionally to create a vision for content strategy and to execute on compelling, accurate, engaging content throughout the customer journey.

Supervisory Responsibilities: Marketing, Sales Enablement, Content teams, and contracted web developer

Duties/Responsibilities:

- Build and maintain a positive, cohesive brand image and appropriate positioning for LENA across diverse market segments and audiences.
- Lead LENA's marketing efforts: brand strategy, message development, public relations, web site development, social media strategy, and digital outreach campaigns. Monitor KPIs to ensure the success and growth of these efforts.
- Lead LENA's content efforts: drive innovation in how we engage and deliver information to our partners, always moving toward simplification and greater ease of use in how our programs, training, and curriculum are delivered.
- Hire, onboard, and develop a top-tier team. Foster an outcomes-driven team culture that generates creative ideas with positive working relationships.
- Manage projects, ideas, and deadlines, ensuring complex, large-scale content projects are delivered on time and on budget.
- Help the internal team translate abstract ideas into project plans and high-quality, finished deliverables.
- Support sales enablement through strategic deployment of processes, tools, and content.
- Work with the VP of Growth, VP of Impact, and CEO to design and execute annually on strategic goals designed to deepen and further LENA's reach.
- Perform other duties as assigned.

Required Skills/Abilities:

- Has a minimum of 10 years of professional experience, in business-to-business marketing, preferably in an early childhood education oriented field.
- Can skillfully leverage the expertise and experience of members across the team for successful content and communication efforts.

- Has a deep understanding of marketing functions and tools: sales enablement, CRM, SEO, websites, graphic design, campaign marketing, photography and video production, brand strategy, and message development.
- Embodies an entrepreneurial nature with the inclination to take initiative, move quickly, and be creative.
- Demonstrates excellent written and oral communications skills, and the ability to provide edits and constructive feedback to improve outgoing communication across the team.
- Functions well in a fast-paced environment and thrives under pressure while meeting deadlines.
- Possesses excellent leadership skills and actively seeks, applies, and shares feedback.
- Highly tech savvy, hands-on, and able to quickly pick up new tools. Stays current on marketing trends and platforms and builds buy-in for and use of new tools internally.
- Personal qualities of integrity, credibility, cultural competence, and commitment to LENA's mission and values.

Education and Experience:

A bachelor's degree in marketing or related discipline, 10+ years previous marketing experience, and demonstrated success at growing building brands and organizational recognition preferably in early childhood education.

Physical Requirements:

- This is a remote position requiring prolonged periods of being stationary at a desk and working on a computer (95 -100% of daily work time).
- Some travel required, attending internal and external meetings, conference and supporting marketing efforts, such as coordinating filming and photography in a variety of locations.
- Working frequently at close visual range (i.e., computer screen work including extensive reading). Engaging in repetitive movements of wrists, hands, and fingers – typing and/or writing.
- Ability to lift 25 pounds of weight.
- Live, online receiving and responding to verbal and visual communication is required. The person in this position frequently communicates externally with partners, and internally within the organization using web-based audio-video tools.

Job Status, Compensation and Benefits:

LENA's team is passionate, fun, and collaborative. To learn more, visit our website. We have an excellent benefits package (including medical, dental, vision, disability, life insurance, PTO, 11 holidays, and a 401k with match). This full time exempt role's expected salary range begins at \$100,000, with compensation based on experience.

To apply, please submit a cover letter with salary/compensation requirements and resume as a single pdf document to HR@lena.org. We love cover letters --- we really do read them. Channel LENA's "persevere to simple" value to tell us in a way that is authentically yours why this role is the best next chapter for both you and us!

Competitive benefits including health, dental, vision and life insurance and 401(k).

LENA is an equal opportunity employer. All employment is decided based on qualifications and business needs. We are committed to building a team that represents a variety of backgrounds, identities, perspectives, and skills.