



Building brains through early talk

Marketing Coordinator (Remote – U.S.)

LENA seeks a **Marketing Coordinator** to support the organization's growth and brand awareness in line with our strategic objectives and mission. This is the perfect opportunity for a creative thinker looking to apply their broad marketing skillset in a high-impact position on a small team.

If an incredibly purposeful mission is what you're seeking, read on.

About LENA

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 early childhood educators to accelerate children's language development, early literacy skills, and social-emotional health.

LENA has expanded dramatically in recent years, and we're poised for even greater multi-dimensional growth and impact in early childhood. Our revenue model relies on business-to-business sales of technology, cloud-based software, and services. You will help drive our next exciting phase of expansion and deepened reach, revenue, and impact.

In this role, you will be an integral part of the marketing and content team, collaborating with internal/external stakeholders to:

- Write compelling marketing materials, such as blog posts, e-blasts, sequences, web pages, and case studies, playing a key role in executing the organization's content calendar.
- Develop and operationalize social media strategy, with a particular focus on LinkedIn.
- Develop sales collateral, conference materials, and pitch decks crafted specifically for the Growth team's target audiences.
- Create and maintain marketing automation processes and multivariate tests around emails, landing pages, and digital ads, optimizing messaging and fine-tuning digital marketing efforts.

Qualifications

- Outstanding writing and editing skills, with the ability to adapt to the organizational "brand voice." Being receptive to constructive feedback is a must.
- A bachelor's degree in journalism, marketing, or any other discipline accompanied by evidence of relevant writing and technical skills. Bonus points for internship or work experience in the education, tech, or nonprofit sectors.
- 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, familiar with a variety of content creation tools, from Adobe Creative Suite to Office 365. Able to tinker and pick up new tools quickly. Experience with HubSpot’s marketing tools a plus.
- A desire to learn and independently seek professional development in areas of strategic importance to LENA.
- 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).

Compensation

LENA’s team is passionate, fun, and collaborative. To learn more visit: www.lena.org/joinourteam. We have an excellent benefits package (including medical, dental, vision, disability, life insurance, PTO, 11 holidays, and a 401k with match). This role’s expected salary range begins at \$65,000, with compensation based on experience. To apply, please submit a cover letter 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!

Location

The Marketing Coordinator will be based in their home office. If you live in Colorado, there is space to work from our main facility in Louisville. Expect to travel two to three times per year for in-person team gatherings and to gain hands-on experience with our programs and conferences. Mileage and expenses are reimbursed.

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.