

<b>Job Title:</b> Blue Star Families Digital Marketing Manager	
<b>Department:</b> TEM	
<b>Location:</b> Virtual office (telecommuting from home); partial Washington, DC or San Diego, CA office (Washington, DC metropolitan area, or in San Diego, CA, preferred)	
<b>Job title:</b> Digital Marketing Manager	
<b>Reports to:</b> Director of Marketing and Technology (DMT)	
<b>Classification:</b> Employee – Exempt	<b>Position type:</b> Full-Time
<p><b>General description</b></p> <p>Blue Star Families offers you the opportunity to grow your career while supporting a very important cause. We empower military families to thrive while they serve. As our Digital Marketing Manager, you'll have the opportunity raise our nation's awareness of the challenges and needs of our military's families, and to connect military families with their non-military neighbors across the country to grow strong communities of support.</p> <p>This position:</p> <ul style="list-style-type: none"> <li>• Runs our content marketing programs — sourcing, promoting and distributing rich content on our website, on social media platforms, and in email campaigns.</li> <li>• Works with the latest tools, including Salesforce, Marketing Cloud (Exact Target), Sprout Social, Rebrandly, and WordPress</li> <li>• Helps us develop strong bonds with our audience, engaging military families and their neighbors with compelling news, stories, events, and promotions.</li> <li>• Grows our membership, inspires donors, and promotes our mission and vision nationwide.</li> <li>• Expands the reach of our annual Military Family Lifestyle Survey, already the most comprehensive and most-used survey of its kind for helping decision makers to meet the family needs of our all-volunteer armed forces.</li> <li>• Employs the latest best practices to engage with our audiences on Facebook, Twitter, Instagram, YouTube, and more.</li> <li>• Collaborates with our expert technology and marketing team in a fast-paced, exciting environment.</li> </ul>	
<p><b>Key job functions</b></p> <ul style="list-style-type: none"> <li>• Responsible for planning, resourcing, developing, and managing Blue Star Families' content needs to communicate a unified, consistent narrative that supports military</li> </ul>	

families and engages stakeholders across all communication channels.

- Serve as Project Manager/Lead for digital campaigns and all outgoing digital content including Blue Star Families' social channels, email campaigns, and website content.
- Working with Program Managers as well as external content resources to conceive campaign plans, and define campaign content strategies.
- Defining and leading content processes and schedules, outlining and following editorial style guidelines created with the Communications Manager,
- Managing Blue Star Families' editorial calendar.
- Run the day-to-day content marketing operation; build processes and systems for tracking, and manage workflow and approval of content projects and assets
- Conceptualize and execute online ad campaigns, including Facebook advertising, promoted Tweets campaigns, Google AdWords, and Instagram Ads
- Reinforce, train, and grow Blue Star Families staff capacity to engage effectively with key audiences and members about the mission, program outcomes and goals in alignment with the BSF's core values and strategic goals.
- Manage guest bloggers program and other freelance content contributors.
- Lead, manage and mentor Social Media Coordinator position
- SEO-optimize our website and online properties.
- Pursue opportunities for collaborating with other organizations in our space (MSO/VSO's) on content
- Grow Blue Star Families' presence across key social and influencer channels
- Extend a consistent voice, style, and tone across all BSF communications and channels

## **Required experience, skills, background**

- Bachelor's degree in related field preferred.
- Four years or more of experience in digital marketing
- Proficiency with marketing automation and email marketing platforms.
- Proficient in Google Apps for Business.
- Proficient in Microsoft Office suite.
- Experience with online advertising platforms (Google AdWords, Facebook advertising, etc.)
- Excellent copywriting and editing skills, in multiple voices and styles.
- Ability to work both independently and collaboratively; strong interpersonal skills
- Ability to produce high-quality work on deadline; comfortable managing multiple projects, priorities and deadlines in a fast-paced environment
- Experience and/or comfort working in a virtual environment
- Passion for making a difference in the military family community
- Flexible and adaptable style; an innovative and entrepreneurial team player who can positively impact both strategic and tactical administrative functions
- Travel is required to attend meetings, trainings, events, etc. Limited out-of-town and overnight travel is required.

- May be required to work nights, weekends, and holidays as necessary to carry out key job functions

### **Desired experience, skills, background**

- Experience with HTML, CSS and CMS platforms (particularly WordPress)
- Familiarity with Exact Target/Salesforce Marketing Cloud.
- Familiarity with military culture, lifestyle, organizational structure and terminology
- Experience in volunteer service and/or working in military family programs
- Skilled in internet research and the ability to manage multiple projects
- Experience with Agile software development process/iterative development process

### **About Blue Star Families**

With more than 150,000 members in over 35 communities and chapters worldwide, Blue Star Families touches more than 1.5 million military families every year. Through our research and program partnerships, Blue Star Families ensures that wherever American military families go, they can always feel connected, supported and empowered to thrive – in every community, across the nation and around the globe.

### **How to apply**

Please email resume and cover letter including salary requirements – with applicant’s full name in the email subject line – to [hr@bluestarfam.org](mailto:hr@bluestarfam.org). No calls, please.