TITLE: Digital Marketing Manager

REPORTS TO: Chief Marketing Officer

LOCATION: US-Based Remote

POSITION TYPE: Full-time

ORGANIZATIONAL PROFILE:
HCP Cureblindness works to cure needless blindness with high-quality, cost-effective eye care in underserved areas of the world. Thirty-six million people are blind worldwide, yet 80% of this burden is treatable or preventable. Cataract is the largest cause of blindness affecting 17 million people, who could be cured with a 10-minute, $25 surgery. HCP is keenly focused on enduring solutions to avoidable blindness for under-resourced people and communities, not only providing critical care but strengthening local capacity to provide high-quality eye care to the underserved. HCP has offices in several locations in the US and other countries, with remote employees in multiple other locations. Programs are currently active in 11 countries and work with an estimated 75 implementing partners with plans to expand rapidly across Africa and Asia.

HCP Cureblindness is expanding its team to meet new challenges, scale its work, and broaden its reach. We are seeking individuals who are passionate about changing lives and want to be a part of a team that works together to reach new heights. We want leaders who can aim high and make things happen but are also invested in building a positive team dynamic to bring the work to life.

VISION: We envision a world in which no person is needlessly blind.

MISSION: Our mission is to cure needless blindness with high-quality, cost-effective eye care in underserved areas of the world.

SCOPE OF WORK:
The Digital Marketing Manager will work collaboratively with marketing leadership to develop and bring brand and communication strategies to life, seeking to increase visibility of HCP’s mission and achievements and compel key audiences to action. This is a role for a digital marketing professional with a blend of strategic, creative, and analytical skillsets. The role reports directly to the Chief Marketing Officer and will work closely with cross-functional colleagues to cultivate lasting relationships with supporters throughout the digital ecosystem.

ESSENTIAL JOB FUNCTIONS:
The Digital Marketing Manager will lead key digital marketing initiatives, manage HCP’s digital ecosystem (website, social media, CRM), and facilitate work with HCP vendors as needed. The ideal candidate will demonstrate the ability to assess existing strategies and tactics, lead continuous optimization, explore new opportunities, and coordinate multiple channels to deliver strong results. Key functions include:

- Translate business and marketing objectives into a data-driven digital marketing approach.
- Manage the day-to-day updates, optimizations, and additions to the HCP digital ecosystem. Lead the evolution of digital platforms to ensure the organization is ready to activate future-forward strategies successfully.
- Develop and implement CRM strategies, including planning and coordination of journeys and campaigns to deliver deeper retention of supporters and increase conversion to support HCP’s mission.
- Continually identify opportunities to enhance audience segmentation, analyze touchpoints across the supporter journey to maximize acquisition and conversion opportunities, and optimize content, design, timing, and cadence to improve performance.
● Ensure CRM touchpoints and web-based platforms capture required information at key points in the supporter experience. Ensure that data is collected and utilized leveraging best practices and global standards.
● Act as Google Analytics administrator, making sure tracking is working effectively across platforms. Provide analysis, insight, and recommendations to improve CRM and digital ecosystem results.
● Serve as liaison for outside CRM and web vendors and contractors, such as third-party website developers, as needed. Work with vendors to create and implement new functionality as needed to accommodate short—term organizational needs.
● Coordinate with IT and support partners to troubleshoot website and integrated application issues and work towards their quick resolution.
● Manage aspects of website SEO including staying current on SEO strategies and evolve the website in response to best practices.
● Implement industry-standard maintenance and updates in partnership with IT and third-party agencies, as needed, to ensure website infrastructure is up-to-date, secure, accessible, and responsive for mobile devices.

QUALIFICATIONS:
● Bachelor’s degree, plus four years’ experience in digital marketing, website management and CRM
● Demonstrated skill in benchmarking, implementing marketing strategies, analytics and optimizing results.
● Hands-on experience managing email marketing platforms and data segmentation.
● A good understanding of cross-channel marketing monitoring and reporting with best practice knowledge.
● Detail oriented with strong written and verbal communication.
● Demonstrated ability to gather insights and quickly implement improvements across digital and CRM.
● An organized self-starter with a data-driven mind and strong problem-solving skills.
● Proactively stays current with the latest trends and best practices in CRM, digital, SEO and measurement.
● Demonstrates a fundamental respect for the dignity of others. Works collegially, values diverse perspectives, leverages individual strengths while building a collaborative, positive team dynamic.
● Values collaboration with cross-functional partners to deliver strong results at the organizational level in addition to department level.
● Dynamic, energetic, team-player with strong work ethic, confidence, and sense of humor

Additional qualifications include:
HCP firmly believes in promoting the public good, which at a minimum includes doing what we can as an organization to provide a safe working environment for our employees, volunteers, partners, and visitors. For these reasons, all US employees, volunteers, or visitors are expected to be fully vaccinated against Covid-19.

To Apply
We invite qualified candidates to submit a resume and cover letter. Please send materials via email to: 
jobs@cureblindness.org

Himalayan Cataract Project considers all applicants on the basis of merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status or disability.