



Growth Marketing Manager

Position Summary

The Growth Marketing Manager is responsible for developing, implementing, tracking, and optimizing digital campaigns across multiple platforms. You will contribute to strategy and growth across all of CLF's marketing initiatives and measure their success. This role is an exciting opportunity to help build and execute digital growth for a growing nonprofit organization leading a global conversation on concussions and CTE in sports and the military. In this role, you will quickly gain a deep understanding of CLF programs, donor personas and challenges to create strategic and scalable revenue marketing programs. You will help CLF reach individuals and families who can benefit most from CLF programs, and ensure they are delivered to the programs and resources that match their needs. You'll use the marketing tools and tactics at your disposal to increase engagement, success, and retention.

If you have ever 10x'd a newsletter subscriber base, overhauled a lead generation strategy, or if you generally enjoy creating and optimizing digital campaigns, this may be the role for you. You'll deploy your skills while helping CLF create a safer future for athletes and veterans.

Company: Concussion Legacy Foundation

Reporting to: Chief of Staff & Communications

Location: USA, Remote

Status: Salaried employee

Responsibilities

- Design a segmented and persona-based approach to create highly individualized engagements
- Explore new opportunities to reach relevant prospects at the right moment with the right messaging
- Continuously analyze, experiment, and iterate to improve performance and uncover new opportunities through ad creative, campaign strategy, landing page testing, etc.
- Accelerate growth through organic channels including on-site, newsletters, email marketing, and social media marketing
- Write marketing copy that delivers results. Whether it's a headline, a subject line, or even a button on a landing page, you'll use data to craft copy that boosts performance
- Measure and report on the performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Develop and execute SEO strategies to increase organic search traffic
- Develop and implement creative growth marketing strategies to drive user acquisition
- Monitor, analyze, and report on key growth metrics, using data to drive decision-making and strategy
- Provide strategic insight, and clear communication (written and verbal) to senior leadership on the company's growth strategy

Qualifications

- 2+ years of targeted experience in email marketing, including designing and executing campaigns, list segmentation, A/B testing, and email automation.
- 2+ years driving growth for a business or nonprofit in the form of subscribers/constituents, engagement, or retention.
- A proven track record in analyzing email marketing metrics, creating comprehensive reports, and interpreting the data for actionable insights.
- Ability to manage paid social advertising campaigns a plus
- Experience with data analysis, data visualization, and data-driven decision-making.
- Analytical mindset with experience running A/B tests to drive performance.
- Ability to evaluate the acquisition funnel and optimize user experience based on data.
- Hands-on experience with growth, conversion marketing, lead generation and/or inbound sales with the ability to drive customers to take action.
- Hands-on experience writing copy for newsletters, website landing pages and other creative campaigns.
- Excellent communication skills and ability to convey data insights in a way that informs and persuades stakeholders to take action.
- Ability to take direction, meet timelines and work on a multitude of projects at one time.
- Detail-oriented with a strategic mindset.
- Team player with a genuine interest in making sports safer.

How to Apply

Please submit your resume and cover letter to operations@concussionfoundation.org

About the Concussion Legacy Foundation

The Concussion Legacy Foundation is a 501(c)(3) non-profit organization. It was founded by Robert Cantu, MD, and Chris Nowinski, PhD to support athletes, veterans, and all affected by concussions and CTE; achieve smarter sports and safer athletes through education and innovation; and to End CTE through prevention and research. The Concussion Legacy Foundation's work [has been featured](#) by the New York Times, Rolling Stone, TIME, Sports Illustrated, ESPN, BBC, PBS, HBO Real Sports and many other news and media outlets. For more information, please visit ConcussionFoundation.org.

At the Concussion Legacy Foundation, we are proud to be an equal opportunity employer. All applicants will be considered for employment based on qualifications, merit and organizational need and without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. CLF is committed to providing employees with a work environment free of discrimination and harassment.