



Program Marketing Manager

Position Summary

The Program Marketing Manager is responsible for contributing to all digital marketing and communications initiatives for a nonprofit organization leading a global conversation on concussions and CTE in sports and the military. The position's responsibilities include enhancing and building the image of the organization and amplifying the reach of its messages especially through digital platforms.

Company: Concussion Legacy Foundation

Reporting to: Director, Programs & Communications

Location: Boston, MA

Status: Salaried employee

Responsibilities

Digital Marketing & Communications

- Manage full and targeted database email strategy, including writing copy, executing campaigns, managing database lists in Constant Contact, and measuring results.
- Help manage ConcussionFoundation.org on Drupal, including updating site architecture, serving as point of contact with web developers, and proposing, writing and editing website content.
- Manage SEO, Google AdWords and Google Analytics accounts and monitor the Foundation's online optimization strategies, including paid digital campaigns when appropriate. Provide scheduled reports to colleagues and management.
- Assist with strategy for all Foundation social media platforms (Facebook, Twitter, Instagram and LinkedIn), including paid campaigns when appropriate.
- Lead audience/constituent engagement strategies across all digital platforms.
- Contribute to the Foundation's graphics and video projects, including strategy/storyboarding, execution, and dissemination/promotion.

Programs & Branding

- Contribute to the overall brand strategy of the Concussion Legacy Foundation.
- Contribute to execution of the Flag Football Under 14, My Legacy, CTE and PCS Resources, Project Enlist, Media Project, and other Foundation programs.
- Help execute athlete and military influencer campaigns leveraging the name recognition and online influence of celebrities like Brandi Chastain, Dale Earnhardt Jr. and Jeremy Roenick to achieve maximum reach and advance CLF programs.
- Assist with creation of internal collateral such as graphics, presentations, development outreach and educational material.



Development

- Assist with execution of the development communications plan
- Contribute to major communications such as donor presentations, annual reports, strategic plans, and reports for the board of directors.
- Help manage communications and execution of development events large (Concussion Legacy Gala) and small (e.g. concussion talks with groups of parents).

Professional Qualifications

- Bachelor's degree required.
- Three to five years of full-time experience in digital marketing; sports or political background a plus.
- Excellent written and verbal communication skills.
- Constant Contact or other email marketing experience a plus.
- Google AdWords or other online advertising/SEO experience a plus.
- Drupal or other website design and/or management experience a plus.
- Google Analytics or other web performance measurement experience a plus.
- Adobe Photoshop proficiency a plus.
- Ability to stay organized while multi-tasking in a fast-paced environment.
- Detail-oriented and analytical mindset.
- Eagerness to learn about the sports and nonprofit industries.
- Ability to demonstrate how digital campaigns deliver impact to broader development and marketing objectives.
- Knowledge and ongoing curiosity of digital marketing and social media technologies, platforms, and services.
- Team player with a genuine interest in making sports safer.
- Not required but beneficial: skills and experience with blogging or journalistic writing, and presentation design (Publisher, PowerPoint, Illustrator, InDesign).

About the Concussion Legacy Foundation

The Concussion Legacy Foundation is a 501(c)(3) non-profit organization located in Boston, MA. It was founded in 2007 by Dr. Robert Cantu and Chris Nowinski, Ph.D. to solve the concussion crisis by advancing the study, treatment, and prevention of the effects of brain trauma in athletes and other at-risk groups. 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.