Digital Marketing & Design Lead
San Francisco, CA

We believe, and research shows, that student and stakeholder feedback matters for school improvement and student success. That’s why, in 2008, we created YouthTruth – to help educators harness student and stakeholder feedback to accelerate improvements. We’ve heard from over 2 million students as well as hundreds of thousands family and staff members across 39 states. When you join YouthTruth, you join a small and collaborative team that has a big impact on schools across the U.S and the education sector.

To help deepen YouthTruth’s impact, we are looking for someone who:

- Is passionate about education and believes in the power of student voice to improve schools.
- Is highly creative with technical chops to go from concept to collateral.
- Is a self-starter who can work both independently and collaboratively, motivated by team goals.
- Has experience interpreting and visually representing data; would be excited to design microsites and PDF reports like this and this.
- Is a sucker for good project management who likes to keep things organized and on schedule, but who also can recognize necessary pivot points and adjust accordingly.

The work under your domain would include and creative and technical projects like executing digital marketing campaigns, managing the website, designing social media assets, collaborating with the Partnerships team to create tools for our clients (like these), using the Adobe Creative Suite to create beautiful reports and collateral, and being the ruler of our email marketing automation platform (currently Pardot). Reporting to YouthTruth’s Senior Manager of Partnerships and External Relations and receiving support and mentorship from CEP’s Senior Graphic Designer, you would work collaboratively with the full YouthTruth team as well as staff in other departments at The Center for Effective Philanthropy (CEP), YouthTruth’s parent nonprofit.

Other required qualifications:

- A minimum of three years of relevant professional experience and a Bachelor’s degree.
- Outstanding visual communication skills. Strong design ability with keen attention to detail.
- Has experience identifying target audiences and devising campaigns that engage, inform, and motivate.
- Is a metrics maven who can nerd out on marketing analytics and use that data to inform strategy.
- Has experience managing multiple deadlines while adapting quickly in a fast-paced environment.
- Comfort with ambiguity and ability to remain flexible in response to business needs of a rapidly growing team.
• A work ethic consistent with the CEP/YouthTruth organizational culture: thoughtful; commitment to client confidentiality; demonstrates the highest level of personal integrity as well as a commitment to diversity, equity, and inclusion.

We believe diversity and inclusion are key drivers of creativity and innovation, and we actively seek out candidates from many types of diverse backgrounds to apply for this exciting role.

Benefits:

Our nonprofit model is central to our identity: our bottom line is impact, not profit. Yet even as a nonprofit, we successfully compete for top talent across both the public and private sectors and offer competitive compensation and benefits through The Center for Effective Philanthropy, including:

• A commitment to pay parity and salary equity. The annual salary for this role is $103,801 in addition, this role is eligible for performance-based incentive compensation.
• Comprehensive health and dental insurance plans.
• Generous paid time off plan, including up to 15 holidays, three weeks of accrued vacation, and two personal days per year.
• 401(k) plan with a 1:1 Employer Match up to 5% of total compensation.
• Generous annual personal professional development allowance.
• Health savings (HSA), flexible spending (FSA), and dependent care (DCA) tax-free savings plans.
• Life insurance covered 100% by the organization.

Location:

We have offices in Cambridge, Massachusetts and San Francisco, California where the YouthTruth team resides alongside staff in other departments at The Center for Effective Philanthropy (CEP), YouthTruth’s parent nonprofit (and where we enjoy sweeping views of the San Francisco bay and the Bay Bridge). This role will be based in our San Francisco office.

We strive to balance in-person time with flexibility and the needs of each person, their team, and the larger organization. We believe culture, communication, trust, training, and certain kinds of creative work benefit from in-office interactions – and we believe that the flexibility of remote work also has many advantages. While most staff are currently working remotely full time, safety permitting we aim to return to the office in late winter/early spring. Moving forward we expect to ask staff to be in the office two or three days per week, and everyone will enjoy the option to work fully remotely from anywhere four weeks per year.

To apply:

Please fill out our application for employment and attach a resume and thoughtful cover letter outlining how your skills and experience meet the qualifications of this exciting role.

If you have any questions, please contact Alyse d’Amico, Vice President of People and Culture or Leaha Wynn, Manager, People and Culture; Diversity & Inclusion Strategist at jobs [at] cep [dot] org.

We believe that a diversity of thoughts, experiences, backgrounds, personalities, and identities helps us
think bigger and better, and enables us to reach our goals more effectively. We are committed to building a diverse staff and encourage individuals from all backgrounds to apply.

Once a candidate begins our process, we discourage outreach to our staff for interviews or conversations that are outside our standard interview process. We have worked hard to design a process that is fair and rigorous and achieves a good match between candidates and CEP/YouthTruth.

We evaluate candidates based on their merits. We strongly discourage unsolicited references. We will ask for references if and when a candidacy reaches a finalist stage.