



**JOB TITLE:** Marketing Manager  
**REPORTS TO:** Director, Marketing & Strategic Partnerships  
**STATUS:** Exempt  
**LOCATION:** Remote (US Based)

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### **ABOUT CENTERPOINT**

CenterPoint Education Solutions is a growing nonprofit organization that works with educators across the country to build powerful connections between and among curriculum, assessment, and instructional practice and create meaningful learning experiences for all students. At CenterPoint, we lead with our deep content knowledge and offer schools and districts a collaborative, solution-oriented approach to address their instructional needs, from pre-built and customized assessments to curriculum design and professional learning. Our goal is to empower excellent teaching so all learners—particularly our most vulnerable—can excel.

CenterPoint staff are former teachers, school leaders, and policy makers committed to catalyzing teacher practice, promoting equity and access, and deepening student learning.

CenterPoint is an exciting, fast-paced organization that fosters collaboration, encourages innovation, and offers challenging and satisfying opportunities to grow. We offer a comprehensive benefits package, including medical, dental, and vision insurance; 403b retirement plan with a company match; generous PTO and 13 paid holidays plus the days between Christmas and New Years' Day; and a flexible work environment.

CenterPoint is seeking a mission-driven, highly motivated cross-functional Marketing Manager to support the implementation and execution of CenterPoint's growth strategy

Please email your resume and cover letter to [careers@cpeducation.org](mailto:careers@cpeducation.org). The position closes January 20, 2021.

### **POSITION SUMMARY**

The Marketing Manager reports to the Director of Marketing and Strategic Partnerships and will support the implementation of multi-channel marketing activities to build awareness of our products and services; grow CenterPoint's impact in districts across the country; and promote CenterPoint's expertise and thought-leadership in assessments, curriculum, and instruction. The



Marketing Manager will work closely with senior leadership and product development teams to create marketing content, develop and execute outreach and marketing strategies, conduct research, and provide writing and communication support across the organization.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The main duties and responsibilities of the role include but are not limited to:

### ***Marketing Strategy and Implementation***

- Work with the Director of Marketing and Strategic Partnership and the Executive Team to develop marketing strategies that promote CenterPoint's expertise and thought leadership
- Design and implement digital and offline marketing activities to drive lead generation and brand awareness
- Manage and refresh CenterPoint's website to ensure messaging and content are consistent, optimized, and responsive
- Build and implement a structured social media strategy that includes community engagement across the industry
- Build new social networks and explore new ways to promote our brand and distribute content
- Analyze digital marketing data to support the optimization of our digital strategy
- Manage responses to Requests for Proposals (RFP) from states or districts, including partner management, development management, content development, and production
- Manage data in HubSpot and build, share, and analyze reports to support organizational decision making
- Manage in-person and online events, including conferences, webinars, and industry events
- Support management of CenterPoint's partnerships

### ***Content Development***

- Contribute to the organization's marketing and thought leadership strategy for new and existing products and services through messaging, graphics, blogs, and collateral development to drive sales
- Build out personas and messaging and develop content mapped to the full customer journey, from lead generation to customer experience
- Develop content to support sales of CenterPoint's products and services through partner distribution channels



- Develop original long-form content such as articles, white papers, case studies, etc., and support the organization with copywriting and copyediting
- Identify and manage influencer, partner, and customer content collaboration opportunities that support inbound marketing including case studies and testimonials

#### *Product and Service Research*

- Maintain a deep understanding of the needs and challenges of schools and districts and the changes that would impact new product or service development
- Perform market research and analysis to inform product and service development
- Support the development of new products and services in collaboration with the product team

#### **REQUIREMENTS: EXPERIENCE AND QUALIFICATIONS**

- Commitment to CenterPoint’s mission and organizational [values](#)
- 4-6 years of experience in the education industry focused on copywriting, digital marketing, media relations, and product and partnership marketing; non-profit experience preferred
- Strong writing and communication skills required
- Experience creating impactful, relevant, and elevated educational materials and experiences for customers
- Exceptional ability to communicate and build relationships and strategic partnerships, both internally and externally
- Comfort with a metrics-driven approach and ability to track and communicate ROI
- Problem solver and strategic thinker with a team-player approach to work
- Ability to interact with the most senior levels of an organization
- Ability to work in a collaborative, cross-functional organization
- Proven experience developing long-form thought leadership articles, white papers, blog, etc. for the education market
- Strong attention to detail
- Familiarity with industry trends and overall marketplace evolution
- Ability to drive action and decision-making from curiosity and insight
- Proven experience with CRM and marketing automation software (we use HubSpot), website design software (WordPress), and graphic design software (Adobe Creative Suite, Canva)