



Digital Marketing Manager Vacancy Announcement

Sarcoma Foundation of America (SFA) seeks a **Digital Marketing Manager** to develop, implement, oversee, and manage digital marketing strategies that advance the organization's mission through online campaigns, paid advertising, stakeholder engagement, digital marketing outreach, and social media channels.

SFA is the largest funder of private research in the sarcoma community and an organization dedicated to raising sarcoma awareness. SFA advocates for increased research to find new and better therapies to treat patients. The organization raises money to privately fund grants for sarcoma research and education and advocacy efforts on behalf of the entire sarcoma community. Since its inception in 2000, the Sarcoma Foundation of America has invested over \$26 million in research.

Responsibilities:

- Social Media Channels: Generate, edit, publish, and share engaging social media content and manage and execute social media campaigns, ensuring a consistent voice across multiple platforms. Create actionable plans to grow and maintain followers and measure, analyze, and report on progress. Collaborate across the organization to create holistic and varied content. Monitor all SFA social media platforms and brand mentions and engage where appropriate.
- Digital marketing campaigns: Develop and optimize digital marketing campaigns to boost brand awareness and engagement and impact key initiatives, including SFA's advocacy weekend, patient support and education programs, podcast programs, and events.
- Increase engagement and enhance audience segmentation for effective targeted campaigns across the customer experience, from patients to donors and volunteers to brand partners.
- Uses a data-driven strategic approach to update website content to encourage audience engagement; reports on key performance metrics, including website traffic and conversions, to effectively evaluate and refine marketing tactics; implements enhancement initiatives to maximize functionality and usability of the organization's website.
- Create and maintain a content calendar, which includes digital campaigns, social media strategy, and performance objectives.
- Edit and/or create online web, social media, and other digitally formatted graphics and videos.
- Manages relationships with web developers, videographers, graphic designers, and professional photographers.
- Stay current with the latest technologies and trends in social media, digital advertising, design tools, and applications.

Qualifications:

- Bachelor's degree, preferably in marketing or communications.
- Minimum 5 years combined professional experience in web-based/digital promotion; executing social media content strategy; commercial social media or web-based customer engagement; and/or developing and executing digital advertising campaigns.
- Proven track record in digital marketing, including content creation for messaging and promotion. Considerable knowledge of digital marketing analytics and search engine optimization. Skill in tracking key performance indicators and making data-driven recommendations. Skill in managing a website, developing and implementing e-mail marketing campaigns, and using social media platforms. Experience in digital advertising and using social media management software (such as Sprout Social, HubSpot, or Hootsuite).
- An equivalent combination of education and experience may be accepted as a satisfactory substitute for the specific education and experience listed above.
- Strong writing and copy-editing skills and attention to detail.
- Strong organizational and project management skills.
- Demonstrated ability to think strategically, creatively, and collaboratively as part of a team.
- Capacity to thrive in a fast-paced environment and manage competing priorities.
- Ability to acquire a comprehensive understanding of SFA and be familiar with the appropriate strategies

This is an exempt/full-time position. The staff works primarily remotely; however, some staff members may travel to the office infrequently throughout the month to complete tasks and prepare for events. SFA's office is in Montgomery County, Maryland, outside Washington, DC.

Please email your resume and cover letter with salary requirements to hr@curesarcoma.org with the Digital Marketing Manager in the subject line. Resumes will not be accepted without a cover letter or email. No phone calls, please. SFA is an equal-opportunity employer and accepts applications from all.