



## Digital Marketing Manager, Institutional Donor Marketing

### Job Description

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| <b>Job Title:</b>         | Digital Marketing Manager, Institutional Donor Marketing |
| <b>Level and Grade:</b>   | 70 - Manager   |
| <b>Job Type:</b>          | Full-time  |
| <b>Reporting Manager:</b> | Deputy Director, Institutional Donor Marketing           |
| <b>Department:</b>        | External Relations and Engagement                        |
| <b>Office:</b>            | HQ – Baltimore or DC                                     |
| <b>Date:</b>              | April 27, 2022   |

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#### About Corus:

Corus International is the parent of a family of world-class organizations working to deliver the holistic, lasting solutions needed to end extreme poverty once and for all. We are a global leader in international development, with 150 years of combined experience across our brands. Our nonprofit and for-profit subsidiaries include IMA World Health and its fundraising brand Corus World Health, Lutheran World Relief, CGA Technologies, Ground Up Investing, and Farmers Market Brands. Our more than 800 employees around the globe are experts in their fields and dedicated to helping the world's most vulnerable people break the cycle of poverty and lead healthy lives.

At Corus we believe that good only grows stronger and we reflect that belief in our workplace culture. We value every employee's specialized area of expertise and nurture professional growth. We promote an engaging and supportive work environment, where employees feel enabled and driven to innovate, learn and collaborate. And because our subsidiaries often function as partners, our employees have the opportunity to work across our enterprise family.

Corus is committed to diversity, equity and inclusion in our worldwide workplace, and we believe that social justice and respect for the human dignity of every person are fundamental to all we do as an organization.

Further details about the organization can be found at: <https://corusinternational.org>

#### Job Brief:

##### Position Summary:

The Digital Marketing Manager (DMM), Institutional Donor Marketing (IDM) bolsters the institutional audience-focused digital marketing and communications efforts for Corus International and its subsidiary organizations, including Lutheran World Relief, IMA World Health, CGA Technologies, Ground Up Investing, Farmers Market Brands, and others to be added in the future. They employ digital marketing best practices to drive social media engagement, email marketing, and lead generation to strengthen the awareness and credibility of the Corus family of brands with international development decision-makers and influencers.

The DMM works closely with the Senior Manager for Content, IDM and the Deputy Director of Digital Marketing to effectively promote institutional content across Corus' digital channels. They also work closely with the Deputy

Director, IDM to set up, analyze and report on the IDM team's digital analytics to promote adaptation, growth and internal knowledge sharing across the Corus family.

**Key Result Areas:** KRAs indicate the core responsibilities, deliverables, and quality standards required for the individual to be successful in his or her role.

The success of this role is measured by the following KRAs:

1. Increased numbers of impressions, followers/ subscribers and engagements across all Corus family social media accounts.
2. Increased numbers of subscribers, and open and click through rates for Corus' institutional email list.
3. Increased number and frequency of multimedia, especially videos, across social media accounts.
4. Fully designed and operational IDM KPI dashboards that can be consistently used to measure and showcase team success.

#### **Roles and Responsibilities:**

1. Drives the implementation of institutional audience-focused social media strategies. Plans, creates and schedules high frequency social media content for both general brand building and specific campaign purposes. Monitors comments, responds to questions and manages inboxes of social accounts. Coordinates closely with the cross-functional digital communications team.
2. Drives the implementation of institutional audience-focused email marketing strategies. Plans, builds and sends campaign optimized emails. Develops, applies and maintains proper tags to effectively segment Corus' institutional email list. Analyzes and reports out on email analytics per each campaign.
3. Produces social media multimedia, including videos, with quick turnarounds to effectively boost impressions and engagement of institutional audience. Coordinates closely with the cross-functional design team.
4. Builds institutional email lists and social media followers by managing multi-channel lead generation campaigns through digital platforms and conferences/events.
5. Maintains and analyzes data analytics to enhance the effective marketing of IDM content and provide recommendations to the IDM team, including managing data tracking software (i.e., Power BI, BrightEdge, Google Analytics, etc.)

#### **Supervisory:**

1. Deputy Director, Institutional Donor Marketing
2. This role has no direct reports.

#### **Education & Experience:**

Requirements which may include minimum and preferred educational and job-related experience, computer proficiencies, required certifications, language requirements (speaking, reading, and writing) etc.

1. Minimum bachelor's degree
2. At least, five years of digital marketing/communications experience in the international development context

#### **Qualifications:**

Requirements which may include specialized knowledge or skills necessary to perform a specific role.

1. Demonstrated ability to grow social media and email subscribers and engagement
2. Strong knowledge of current best practices in digital marketing, including SEO/SEM, email campaign optimization, UTM codes, and A/B testing
3. Experience in using the full functionality of social media channels, especially LinkedIn and Twitter, and management platforms like Sprout
4. Experience using Drupal and email marketing systems, like ActiveCampaign
5. Understanding of analytics tools, including experience with Google Analytics, Facebook Insights, Power BI and/or BrightEdge
6. Familiarity with LinkedIn Campaign Manager, Google Adwords, and Google Ad Grant
7. Experience with the Microsoft 365 suite
8. Ability to create videos and graphics for social media in the Adobe Creative Suite
9. Strong copywriting, copy-editing and attention to detail skills
10. Strong familiarity with the field of international development and humanitarian assistance and its institutional-donor marketplace, including USAID, FCDO (formerly DFID), multilateral donors (World Bank, Global Fund, European Union), and other USG agencies, and foundations

11. Ability to prioritize and manage multiple tasks with competing deadlines — at times, under pressure and to be flexible and act rapidly in response to new situations and current events
12. French/Spanish language skills a plus

#### **Other Duties:**

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor. Global positions that are bound by contracts will not be changed without notice and approval.

#### **Working Conditions, Travel and Environment**

- The duties of the job require regular attendance at least 5 days/week. The employee must be available to work outside normal office hours or on the weekends as required.
- This position must be able to travel as required for standard domestic and international business purposes. While performing the duties of this job in different locations, the employee may be exposed to precarious settings under high security risks and/or very basic living conditions and outside weather conditions, as well as to infectious diseases.

#### **Diversity, Equity, Inclusion and Zero Tolerance to Abuse**

As a member of the Corus Family, each employee is expected to:

- Help to develop and maintain an environment that welcome and develop a diverse workforce.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Corus family, stakeholders in general, and particularly for the communities we serve.
- Follow Corus Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values

*Corus International prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, sexual orientation, protected veteran status, or any other characteristic protected by U.S. or International law.*