

Marketing Manager

Location: Tysons Corner, VA (Washington, D.C.)
Reports to: Chief Marketing Officer
Start Date: Immediately



boodleAI is a rapidly growing venture backed startup building a next generation peer to peer fundraising platform. Our product allows non-profit fundraisers to identify, recruit, and engage prospects from their social networks. Please reach out to us directly at careers@boodle.ai and send a copy of your current resume.

What we're looking to add to our team:

The Marketing Manager will be responsible for implementing a multi-channel strategy for marketing the boodle.ai tool to nonprofits as well as within the product to activate donors and supporters. This role requires peer-to-peer and fundraising knowledge with strength in strategy and practical execution, blending of analytical and leadership skills, and an emphasis on understanding the unique needs of fundraising campaigns. Relationship-building and interpersonal skills are a must. Self-starter with the ability to thrive in a technology environment and juggle multiple projects with ease is also essential to success in this role. Marketing Execution (50%), Strategic Insights (35%), Event Management (15%).

What you'll do:

- Marketing management: manages development, planning, and execution of marketing program; day-to-day contact with client success team for program/campaign strategy; evaluates campaign elements, costs, and results against budget and allocates resources accordingly; ensures program alignment to CMO approved budget
- Event Marketing Management: coordinate scheduling and participation for industry events and speaking opportunities.
- Finance: Responsible for lead-generation; proactively identifies opportunities to increase user-ship and reallocate unused budget dollars to new priorities.
- Teamwork: Facilitates collaboration with development and client success teams and is a catalyst for positive relationships across the organization so that overall performance is enhanced
- Improvement of Business Operations: Contributes toward the improvement not only of departmental operations but those of the company as a whole.
- Oversees marketing calendar, SEO and Social Media
- First point of contact for advertising partners
- Delivers ongoing reports/strategy deliverables to executive team (ex. Monthly results report card; Strategy Brief)
- Supports the brainstorm, planning, and kickoff of marketing initiatives
- Provides insights and best-practices for end-user experience
- Work with development and product team to ideate in-product marketing
- Meets with CMO, CEO and COO on an ongoing basis;
- Ensures that Executive Partners assigned to accounts receive regular updates on results and health of client relationships.

What we're looking for:

- Bachelor's Degree or equivalent professional experience required. 3+ years in project management, client leadership and/or fundraising experience in an agency and/or at a nonprofit agency. Nonprofit experience desired.
- Peer-to-peer fundraising experience (preferable)
- Strategic acumen
- Detail-oriented and strong sense of ownership
- Relationship building/interpersonal skills; comfortable interacting with senior management
- Commitment to excellent customer service with respect to partnership expectations and profitability
- Ability to effectively prioritize and execute tasks in a fast-paced environment; deadline driven; respects timelines
- Experience working both independently and in a team-oriented, collaborative environment
- Flexible/nimble; able to absorb change
- High emotional intelligence in understanding team needs
- Persuasive, encouraging, and motivating
- Excellent communication skills both oral and written
- Aware of industry trends and able to apply them to strategy
- Willingness and hunger to continue learning
- Understands the detail but able to think big picture
- Passion and energy for the changing the world through serving great clients.

Extra credit for:

- Experience with nonprofit CRM and email systems a plus

Comps & Perks:

- Competitive salary
- Incentive stock options
- Full range of benefits, including 401(k) and medical, dental and vision coverage