

[NEWS](#) | POSTED AUGUST 6, 2024

# Job Opportunity: Marketing and Communications Manager

SRCD is hiring a Marketing and Communications Manager. Join our dynamic team or share if you know of any strong candidates.

The Society for Research in Child Development (SRCD) is one of the world's leading authorities on child development, representing thousands of members in the scientific discipline. Our mission is to advance the developmental sciences and promote the use of developmental research to improve human lives. We are seeking a technology-savvy, detail-oriented, energetic individual to serve as our Marketing and Communication Manager.

**Responsibilities:** The Marketing and Communication Manager will be part of a small communications team dedicated to increasing SRCD's visibility and impact. They will manage integrated digital communications built around SRCD's website, social media strategies, digital campaigns, email marketing, and other components of our outreach programs. The ideal candidate is a self-starter possessing strong digital communications and organizational skills, creativity, and attention to detail.

Specific responsibilities are listed below.

## Digital Media

- Develop and execute digital marketing campaigns and social media campaigns, managing the social media schedule in software systems (Asana and Sprout Social) and analyzing metrics regularly to

maximize results.

- Expand SRCD's online engagement and effectively monitor social media posts about SRCD, the developmental science space, general social media trends, channels, and strategy.
- Review and approve media-related materials, including our Newsletter.
- Maintain, update, and improve SRCD's public-facing website and subdomains, analyzing and reporting on metrics using Google analytics.
- Manage relationship with SRCD website-related vendors.
- Execute communications and marketing efforts related to SRCD events, webinars, and in-person conferences and meetings.
- Report monthly on social media and website activity for all SRCD products.
- Approach the work with a mindset of continuous quality improvement, making recommendations and plans to meet marketing and communications goals.
- Coordinate design of digital presence (i.e., social media branding, website updates, email readability, etc.).
- Layout, design, and produce various marketing collateral (i.e., email templates, flyers, infographics, videos, event promotions, etc.).
- Manage and deliver a weekly e-newsletter and one-off emails to members, collaborating with all departments and using Higher Logic, proof reading content, and reporting on metrics.

## **Project and Team Management**

- Manage marketing processes and procedures to create a clear line of approval for marketing projects and coordination with other communications staff.
- Work collaboratively with SRCD departments to effectively promote and communicate SRCD activities to members and partner organizations.

## **Qualifications and Skills**

- Minimum of 4+ years of relevant work experience in communications and digital marketing environments or equivalent experience in volunteer environments.
- Bachelor's in communications is preferred (for those without an equivalent degree, we will accept 3 additional years' experience for a total of 7+ years).
- Displays an in-depth knowledge and understanding of social media platforms, their respective audiences (Facebook, X, YouTube, Instagram, Threads, LinkedIn, etc.), and how each platform might be best utilized in different scenarios and audiences .

- Exceptional written, oral, interpersonal, and organizational skills.
- Experience in proofreading and copy-editing.
- Proven organizational and interpersonal skills.
- Knowledge of Adobe Creative Suite, Drupal, iMIS, Higher Logic, Magnet Mail, and Sprout Social highly preferred.
- Knowledge of Open Water, BlueSky/Path, Cision, and experience in video editing, photography and podcasting, is preferred.
- Interest in / or knowledge of research and child development.
- Collaborative work style, with the ability to manage multiple strands of work at once.
- Objective-oriented with attention to detail and ability to multi-task in a fast-paced environment

## **Compensation**

This is a full-time position in Washington, D.C. We are currently working in a hybrid pattern, with employees in person at our downtown office twice each week.

The salary range is \$70,000 -75,000, depending on years of experience. We offer an exceptional paid time off allowance, which is currently over 7 weeks per year (288 hours total) in employees' first years, increasing with the length of service. This is in addition to federal holidays and an office-wide closure between Christmas and New Year. We strongly support employees to participate in school events for their children and maintain a culture of work-life balance. We are a friendly and welcoming team, who strive to place diversity, equity, and inclusion at the center of our interactions and work.

SRCD also offers a comprehensive benefits package that includes medical, dental, vision, disability, and life insurance coverage. We offer up to six months of paid parental leave. For employees with children, a tax-free savings plan can be used to help cover childcare expenses. We offer a retirement savings plan with a 6% match, plus a monthly \$100 commuting expense stipend.

We encourage applications from people with diverse backgrounds. We strive to be an inclusive employment environment, building diversity, equity and inclusion into all of our work. The Society for Research in Child Development is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, religion, sex, sexual orientation, gender identity, national origin, or disability.

**To Apply:** Please send 1) a cover letter, 2) resume, 3) three writing samples from different relevant content (e.g. e-newsletter, website, social media), and 4) three references to: [hr@srcd.org](mailto:hr@srcd.org),

ATTN: Marketing and Communications Manager **by August 25 2024 at 11:59 p.m. ET.** In your cover letter, we will score you based on your communication skills and on the qualifications and skills required for this position (as defined above). Please cite specific examples of times you have exhibited the skills we are searching for in your cover letter. It should not be longer than two pages. Incomplete applications will not be reviewed.