



## **Manager of Content and Digital Marketing**

*Reporting to the Executive Director*

### **ORGANIZATION OVERVIEW**

Mobility Worldwide is a non-profit and faith-based organization dedicated to providing life-changing mobility solutions to individuals in need. Founded in 1994, we have spent the past 30 years developing, producing, and distributing our innovative Mobility Carts to over 100 countries. These hand-cranked carts are specially designed for rough terrain, offering a durable and reliable means of transportation for individuals who cannot walk.

Our mission is to empower people with the freedom of mobility, enhancing their quality of life, independence, and ability to participate in their communities. Throughout our three decades of service, we have transformed the lives of thousands of individuals, giving them the ability to attend school, work, and engage in social activities. As we celebrate our 30th anniversary, we reflect on our impact and look forward to expanding our reach even further. This milestone is a testament to the dedication of our supporters, volunteers, and partners who have made our mission possible.

### **POSITION DESCRIPTION**

Mobility Worldwide is looking for a Manager of Content and Digital Marketing to oversee content creation, digital marketing, and grassroots fundraising initiatives. As a key member of the team, this position will help grow Mobility Worldwide's brand and drive awareness and revenue. The Manager of Content and Digital Marketing will hone our strategy and execute delivery of compelling, authentic content to our audience across all platforms with a focus on constant experimentation & thoughtful recalibration based on findings. The role requires strong writing skills and a creative mindset. A successful Manager will smartly analyze performance & constantly be evolving our roadmap accordingly. The ideal candidate has proven experience in social impact and non-profit messaging and is used to working in a fast-paced startup environment.

### **RESPONSIBILITIES**

- In collaboration with the Executive Director, create and execute a comprehensive marketing strategy plan across all digital marketing efforts, including setting tangible goals and key performance indicators to measure the success of marketing and creative campaigns across the organization.
- Collaborate with a retained external digital support agency on content strategy and creation initiatives to be used across various channels including website, app, email, social, and more.
- Oversee strategy, conception, creative direction and end-to-end execution of marketing campaigns, digital content (website, social, emails & blogs), video production, as well as all external-facing materials.
- Develop strategies to create a compelling and smooth online fundraising experience via Mobility Worldwide's website.
- Oversee content calendar and social media cadence, reviewing and approving content and posting at an increased frequency



- Grow the online community by overseeing the creation of high-value content, utilizing data-driven social media strategies and partnering with influencers in the disability community.
- Support the Executive Director in launching a grassroots fundraising initiative that incorporates peer-to-peer methods incorporated into larger umbrella campaigns.
- Collaborate cross-functionally to support Mobility Worldwide's initiatives and projects – ensuring they are aligned with digital marketing efforts, and enabling the team to meet their objectives by providing appropriate tools, materials, and presentations.
- Analyze competitive environment and consumer trends to ensure the company's marketing strategy is competing effectively.
- Manage the organization's cloud-based file management system that houses all marketing materials.
- Test everything: Conduct comparative tests & analyze results to optimize content & establish best practices across all platforms.
- Set relevant goals for all communications channels & monitor quarterly metrics.

## **QUALIFICATIONS**

- Bachelor's degree or its equivalent required
- 3-5 years of experience in content strategy and digital and social media marketing experience; non-profit experience preferred
- Knowledge and experience working with technology, social media, and marketing teams
- An dynamic portfolio demonstrating relevant experience
- Ability to work in a fast-paced setting under tight deadlines with strong project and time management skills
- Expert knowledge of content platform best practices and creative standards
- Ability to execute in short-term while simultaneously developing a long-term strategy
- Proactive, conscientious, with an ability to manage multiple projects simultaneously
- Ability to develop and maintain effective relationships with a high degree of professionalism

## **SALARY AND BENEFITS**

The anticipated range for this position is \$65,000-\$75,000/year with no benefits provided to the employee. This will be a full-time remote position that will function under at-will employment and requires authorization to work in the United States. Mobility Worldwide is committed to creating a diverse, inclusive, and welcoming workplace. We are proud to be an equal opportunity employer and we encourage all qualified candidates to apply.

*Please submit your resume (two pages maximum) and cover letter (one page maximum) in PDF format to [jobs@mobilityworldwide.org](mailto:jobs@mobilityworldwide.org)*