**Digital Marketing Manager**  
CitySeed, New Haven, CT

CitySeed’s Digital Marketing Manager is a talented and mission driven position charged with promotion of the CitySeed brand and programs within the New Haven Community and beyond. The Digital Marketing Manager is positive, flexible, creative, enjoys collaboration, building relationships and has a knack for storytelling. This position reports to the Executive Director.

This is a part-time, 20 hour a week position

**KEY RESPONSIBILITIES**

- Utilize social platforms to tell authentic stories that strengthen our mission, programs, and furthers our anti-racism work.
- Create and manage a marketing calendar and collaborate with program leads to execute cross-channel campaigns, social media, newsletters.
- Manage updates to the cityseed.org website
- Increase CitySeed’s online visibility and following.
- Utilize analytic tools to monitor, evaluate and report on online presence and content performance and provide recommendations and improve the performance of new campaigns and concepts.
- Manage advertising campaigns across the organization.
- Create content that promotes audience engagement, increases audience presence on company sites, and encourages audience participation
- Act as point person for CitySeed’s newsletter systems and work with Program Leads to execute program newsletters
- Create content for social media channels, including Facebook, Instagram, Twitter, and other relevant platforms
- With Program Leads develop social strategy and content that is relevant, engaging, and reflective of CitySeed’s food justice work
- Create on-brand graphic design, written, video and photo content
- Monitor and optimize content following search engine optimization (SEO)
- Generate, edit, publish and share daily content that is engaging, informative and in line with CitySeed’s anti-racist values
- Monitor and respond to feedback received on social media
- Other responsibilities as they arise

**QUALIFICATIONS**

- **Familiarity with email marketing software e.g. Constant Contact, Mail Chimp, etc**
- **Experience with Canva design software**
- **1+ years relevant outreach/marketing/communications experience**
- **Commitment to diversity, equity, and inclusion (DEI), anti-racism and CitySeed’s mission and values**
- **Excellent relationship-building skills and project management skills**
• Marketing pro: Demonstrated understanding of how to reach target audiences using data, Google Analytics, email marketing, social media
• A Team player: equally comfortable strategizing on campaigns as well as executing on the day to day tasks and pitching in where necessary
• Positive, can-do attitude and ability to work with diverse stakeholders

DETAILS
• Desired Start Date: August 2023
• Location: New Haven, CT (CitySeed is currently a hybrid work environment with both in-person and remote duties.)
• This position is part-time and hourly. Salary is commensurate with experience, starting at $20/hour.
• Benefits include vacation and holidays, a flexible work schedule, professional development, and other benefits.

To Apply: Please email your resume and cover letter to jesse@cityseed.org with the subject line Digital Marketing Manager. Applications will be reviewed on a rolling basis. CitySeed is committed to creating a diverse, equitable, welcoming and inclusive environment for all employees and our community. We honor candidates' experiences, perspectives and identities.

About CitySeed: For more about CitySeed and our mission visit our website: www.cityseed.org