



Position: Marketing Operations Manager

Organization: After-School All-Stars

Location: Los Angeles, California

Organization Background:

Founded in 1992, [After-School All-Stars](#) provides free, daily afterschool programs to over 70,000 youth in over 300 school sites in 19 chapters across the U.S. Our vision is for our All Stars to be safe and healthy, to graduate high school and go on to college, to find a career they love, and to give back to their communities.

A Unique Opportunity

ASAS is currently seeking an exceptional and dynamic leader to serve as the Marketing Operations Manager. As the Marketing Operations Manager, you will work to create scalable processes that ensure best practices in project management, budget management, analytics tracking and reporting, lead generation, systems integration and content management. You will also conduct complex data analyses that will be used to inform strategic decisions by stakeholders from across the company. You will be working in a fast-paced environment managing multiple projects at once.

Responsibilities:

- Manage technical aspects of key marketing systems and work with in-house tech team and consultants to optimize integration (Act-On, Salesforce, Google Analytics, Social Media, Wu Commerce and Sharepoint).
- Establish and maintain scalable processes that ensure best practices lead generation and management.
- Oversee metrics reports (Google Analytics, FB and Instagram Insights, Act-On) on marketing activities, effectiveness, engagement and reach.
- Adhere to SEO best practices and work with outside vendors as necessary to implement.
- Analyze marketing data to develop insights and make recommendations on areas for optimization.
- Monitor and maintain data quality within the Salesforce and Act-On databases.
- Effectively implement project management (like Asana or Basecamp) to manage project timelines, resources, deadlines and increase efficiency and clarity.
- Create work order system to manage work requests and projects. Work closely with VP of Content Marketing to weigh priorities and other considerations when creating project plans.
- Develop content sharing pipeline between National and Chapters using Sharepoint, One Drive and Google Drive.
- Update website(s) as needed in Wordpress. Troubleshoot issues with Wordpress templates and updates as needed.
- Manage and improve online swag store to serve chapter and national needs.
- Implement best practices for budgeting and regular cost tracking and reporting.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.
- Segment email lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).

- Work to minimize list decay and unsubscribes while increasing the productivity of our email sends.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

Who should apply?

The Marketing Operations Manager will embody ASAS's core values: entrepreneurial, collaborative, transparent, accountable, and proactive. This individual is expected to be experienced in the field of nonprofit marketing and operations/systems. Strong written and oral communication skills are essential.

- BA/BS or equivalent working experience.
- Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
- Proficiency in marketing automation systems (like Act-On) and integrating those systems with Salesforce.
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Technically capable, excellent communicator, and a desire to improve processes.
- Proficiency in content management systems.
- Must be fluent in marketing technologies (CRM, CMS, Marketing Automation) and be a fast learner.

Salary and Benefits:

The salary for this position is commensurate with qualifications and experience of the individual candidate. ASAS offers a competitive benefits package, including medical, dental, vision, 18 days of paid time off, and 15 paid holidays.

How to apply:

Please submit a resume and cover letter in PDF format via e-mail to: asajobs@afterschoolallstars.org. Please put "Marketing Operations Manager" and your last name in the subject heading.

To learn more about ASAS, please visit our website: www.afterschoolallstars.org