

Marketing and Communications Associate
DRiWaterstone
Job Description

DRiWaterstone seeks a Marketing and Communications Associate to help us execute on our tactical marketing strategy. The Associate will play a central role in helping DRiWaterstone to fully leverage its digital assets (including the website, social media channels, newsletter and email marketing) and achieve continued growth as a company.

Exceptional writing, editing, and project management skills are a must.

DRiWaterstone's Mission

We help non-profit and social impact organizations build high-performance teams.

Since 2001, DRiWaterstone has provided services to help mission and purpose driven organizations located across the country and around the world to grow, thrive, and excel. We are founded on the belief that mission and purpose driven organizations make the world a significantly better place, and that the work they do every day is too important to forego the resources they need to fulfill their missions. We offer executive search services to support a roster of mission and purpose driven clients that includes such renowned organizations as AARP, Habitat for Humanity, Brookings, Howard University and The Nature Conservancy. DRiWaterstone's executive search practice helps organizations design effective staff structures and identify and recruit outstanding leaders who will help make the world a better place.

The Opportunity

Reporting to the Chief Operating Officer, the Marketing and Communications Associate will help maximize DRiWaterstone's existing marketing and communications tools to: improve search rankings and build audience; increase share of voice on key topics; drive engagement and interaction with the DRiWaterstone brand; ensure brand integrity and integration between all campaigns and platforms; drive awareness of the services offered; identify areas for improvement and make recommendations for increasing the organization's brand presence. The Associate will also deliver high quality writing on behalf of clients, supporting the Executive Search Teams.

Responsibilities

Specific responsibilities include the following:

Client work

- Write and edit compelling content for executive searches, including marketing-style position descriptions, advertising copy, and detailed candidate profiles.
- Manage a revision and document approval process with internal team members and clients.
- Proofread and edit documents prepared by staff throughout DRiWaterstone.
- Create and maintain marketing materials for new business development and other client projects.
- Interview clients and candidates to create compelling stories.
- Represent the company with integrity and professionalism.

Email marketing

- Learn the marketing automation application and execute on campaigns/user journeys to increase marketing qualified leads and sales conversions.
- Work within brand guidelines to create dynamic digital campaigns that support all lines of business at DRiWaterstone.
- Analyze and leverage data to make recommendations/decisions around content, message, timing to support brand awareness and engagement efforts.
- Work with the Waterstone Marketing Associate to manage email marketing efforts for DRiWaterstone, managing the email outreach calendar and ensuring coordination and integration between all campaigns and platforms.
- Write content and coordinate with the Waterstone Marketing Associate in the development and distribution of the DRiWaterstone newsletter.

Website

- Take responsibility for the day-to-day upkeep of the DRiWaterstone website. This includes the management of landing pages and forms embedded on the websites through the marketing automation platform as well as adding and updating website content.
- Analyze and leverage website data (click throughs, interactions, etc.) to make recommendations on content.
- Write and produce content pieces, including blog posts.
- Research and ensure key words are being optimized on the website.

Social media

- Help build social calendars to promote all business lines/events.
- Manage the daily activity on DRiWaterstone's social media channels; drive engagement and interaction with the DRiWaterstone brand.
- Understand LinkedIn, produce compelling advertising for both brand and positions, implement LinkedIn strategy across the organization.
- Perform ongoing competitive analysis to ensure the organization is providing differentiated value through its social platforms.
- Research new tactics and channels and make recommendations on new ways to support brand awareness and lead generation.
- Develop weekly reports for all digital channels, providing analysis and recommendations around where changes can be made to support growth.

Research and best practices

- Stay up to date with marketing best practices, conduct competitive research and make recommendations for how to leverage this knowledge to support growth and share of voice.

Requirements

The person in this role must have exceptional intuitions and instincts as a writer and communicator. The successful candidate must be comfortable completing a high volume of complex writing and marketing projects with care and skill at high speed. This work requires the ability to synthesize information from multiple sources into well-organized and concise prose; to analyze and reproduce the nuanced styles of other individuals and organizations; and to produce targeted and compelling language.

- Bachelor's degree from accredited college or university; degree in marketing, public relations, mass communications or related field preferred.
- 1-3 years experience in a role focused primarily on B2B marketing and/or communications.
- Knowledge of SEO, SEM and SMO best practices.
- Exceptional written and verbal communication skills and an ability to match brand tone.
- Successful track record producing creative promotional written materials.
- Considerable research, analytical, and critical thinking skills that translates to great writing.
- Strong work ethic and ability to work independently, including organizing time effectively, manage multiple priorities and deadlines, following through on commitments, and communicating about progress.
- Proficiency with Google Analytics and Google Ads preferred.
- Experience using Hootsuite, Canva, Premiere Pro, Powerpoint and WordPress preferred.

Corporate Culture and Benefits

DRiWaterstone is operating in a fully remote environment for the foreseeable future and encourages remote employees to apply. Strong preference for candidates to be located in the DC Metropolitan area with the ability to attend in person staff meetings.

DRiWaterstone employees receive medical, vision, dental, and disability insurance with fully subsidized premiums, unlimited vacation, 10 federal holidays, and we are closed the week between Christmas and New Year's.

Salary

Starting salary \$65,000 - \$75,000 based on experience.