



Job Title: Digital Marketing Manager

Location: Remote

Reports To: Director of Marketing

Position Status: Exempt

Responsibilities

- Supervise and coordinate the efforts of a social media contractor to ensure consistent and engaging content is posted across platforms (Instagram, Facebook, Twitter, and LinkedIn). Oversee the *Anchored* podcast, including content production, guest recruitment, and promotional strategies to enhance viewership and listener engagement.
- Develop and refine social media strategies to increase brand visibility, engagement, and follower growth across all platforms.
- Assist in the creation and execution of branded advertising campaigns, including print, broadcast, email, and online content. Manage and optimize digital ad campaigns across Google Ads and social media platforms.
- Track and analyze the performance of all marketing campaigns using Google Analytics and other tools.
- Plan and execute SMS campaigns and email newsletter to ensure timely, relevant, and engaging communication with the audience.
- Develop and manage influencer and affiliate marketing campaigns to broaden CLT's reach and strengthen brand partnerships.

Requirements

- 3-5 years in digital marketing, with 1-2 years in a managerial role overseeing teams or contractors.
- Ability to develop and execute comprehensive digital marketing strategies across various platforms (Google Ads, Facebook Ads, affiliate marketing, influencer marketing).
- Proficient in using data analytics tools (Google Analytics, social media insights) to track campaign performance and optimize ROI.
- Ability to develop innovative marketing campaigns that align with the company's brand and resonate with the target audience.
- Experience in the education sector, particularly in classical education, assessments, or a passion for great books, is a plus.
- Demonstrates CLT's Core Values: Anchored, Humane, and Passionate
- Bachelor's degree in Marketing, Business, Communications, or a related field, or equivalent work experience.

If interested, email your resume and cover letter to Alexander Lash at alash@cltexam.com.