

The Contingent

Job Announcement

Digital Marketing Analyst, IV

Opportunity Summary:

Are you deeply knowledgeable about digital marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), paid content strategies, and excited about how to leverage AI? Do you like to come up with creative paid digital solutions and marketing strategies in collaboration with a skilled and creative content marketing team? Are you ready to bring your skillset to a venture nonprofit that scales social solutions that will impact kids, families, and new leaders?

Do you want to engage in a unique opportunity to use digital marketing skills in a highly innovative organization that serves the greater good? Do you excel in creative thinking, building and problem solving? Do you have a continual growth mindset to develop and improve existing processes and to enhance efficiencies?

If you read this position description and are filled with a wholehearted, "YES! I'm in!" We would love to hear from you!

The Contingent is seeking a digital marketing professional who has a demonstrated skill set in digital marketing, including SEO, digital advertising, and landing page optimization. This role will be deeply involved in improving conversion rates, paid content strategy, optimizing content, and bringing creative problem solving to help the organization reach their goals.

Duties and Responsibilities

Digital Marketing Strategy

- Plan, execute, and evaluate new digital strategies and collaborate on content creation
- Stay on top of the latest digital trends for multiple platforms
- Ensure continuity of messaging and voice of brand guidelines

Collaboration and Communication

- Communicate with internal partners (program, content, technology, and research, and product development departments) to ensure correct implementation of marketing strategies
- Collaborate with internal partners on the creation and distribution of online content

Team Structure

- Lead and design strategic plans in collaboration with the marketing team
- Manage staff, deadlines, and budgets for every digital platform

Education and Experience:

- Bachelor's degree in marketing, Communication, or equivalent experience
- 8+ years of experience in digital marketing
- 3-5 years management experience

Knowledge, Skills, and Abilities:

- Strong knowledge of search engine marketing (SEM), social media optimization (SMO), search engine optimization (SEO), and pay-per-click marketing (PPC)
- Experience with digital tools like SEMrush, Ahref's, Google Trends, etc.
- Advanced understanding of web analytics including GA 4
- Thorough knowledge of digital and e-commerce platforms, social media networks, and other digital publishing mediums

Personal Qualifications:

- Commitment to the mission of The Contingent, including [Every Child](#), and [The Script](#).
- Possess cultural and emotional intelligence and an ability to work with a diverse group of leaders



- Demonstrates a passion for operational, technical, and customer experience excellence
- Ability to articulate a position on the importance of the faith community engaging vulnerable children, youth, and families

Employment Terms:

- Full Time (40hrs) exempt
- Competitive salary and benefits - including premium medical, vision, and dental insurance (covered 100% for employee and partially, 80%, for spouse and/or dependents) generous paid holiday (19 days), vacation, sick (40 hours), and parental leave (12 weeks after 1 year)
- This position is in Portland Oregon
- The Contingent has a flexible work model that supports a blend of in-office, remote and on-the-go workers
- We have team members located in multiple time zones. To facilitate collaboration, core hours for this position are 9-2 pm PST (6- 11 am HST, 11-4 pm CST, 12-5 pm EST).
- This position will be expected to work within The Contingent's hybrid work policy (2-3 days in the office, 2-3 days from home)
- The Contingent is in a position to model other-centered love in action. This is our primary driver. We accept our leadership responsibility to one another. As of October 1, 2021, The Contingent requires all employees to be vaccinated.
- Valid Driver's License and legally eligible to work in the United States

Anticipated Start Date:

March 11, 2023

Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled.

Application Procedure:

Those interested in this position must submit the following:

1. Letter of interest (Please include how you heard about the position)
2. Resume
3. Three references including:
 - o First and Last name
 - o Role
 - o A brief description of their relationship to you
 - o Contact Information (email + phone number where they may be reached)

Application materials should be emailed with a subject line containing "Digital Marketing Analyst" to hire@thecontingent.org

******Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At The Contingent we are dedicated to building a diverse, inclusive, and authentic workplace, so if you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.******

All employment at The Contingent is "at will" and may be terminated by either the employee or the employer at any time for any reason, with or without cause, with or without prior notice or warning. Equal employment opportunity and having a diverse staff are fundamental principles of The Contingent. Upon hire, the employee agrees to undergo a 90-day probationary period, which provides additional structure, scheduled check in meetings and opportunities to receive and give feedback to and from the employer.

Equal Opportunity Employer

thecontingent.org