

SERVICE + YEARSM

Position Title: Digital Marketing Director

Department/Cross Functional Teams: Recruitment, Communications, Advocacy

Position Location: Washington, D.C.

Reports To: Executive Director

FLSA Status: Exempt

Background

A Shared Vision

Service Year Alliance believes that a service year should be a cultural expectation and common opportunity for every young American, and works everyday to realize that vision. The force of service at scale can repair broken cities, uplift and educate children at risk, and empower communities struggling with poverty. It could unite the most diverse nation in history, binding people of different backgrounds through common cause. It can inspire young Americans to serve for a year, and in the process, forge them into the leaders for life our nation needs.

Our North Star

On the path to our vision, our aim is that, within a generation, every year, one million young Americans engage in a service year, solving important problems while transforming their own lives.

Why Now: Broken Citizenship and Pressing Challenges

Today, the need for a common experience of citizenship in our country is more poignant than ever. We are drifting apart. Contrary to the illusion of constant connectivity, Americans are isolated from one another—geographically, ethnically, economically, religiously, and culturally. Traditional forms of civic participation have atrophied. Many Americans' sole contribution to the country is through paying taxes—not nearly enough to bind people to their communities. Only one in three eligible voters turned out in the last election. Less than one percent of Americans serve in the military. There's a chance—right now—to inspire a renewed sense of citizenship capable of solving our biggest challenges and creating the leaders our nation needs.

Neither the idea of national service nor our vision are new, but this moment in time tells us they are both deeply needed and never before more achievable.

Position Description

SYA is hiring a **Digital Marketing Director** to lead best-in-class digital marketing efforts across a variety of strategic priorities. The Digital Marketing Director is responsible for leading a cutting-edge, consumer-focused digital marketing campaign for the Service Year Exchange with the goal of increasing traffic, acquisition and retention, creating demand for service year positions, and building community and overall brand awareness of the Service Year Exchange. This role will also work closely with the Managing Director, Movement Building, to drive national campaign narratives through online engagement.

Responsibilities:

- Lead all aspects of SYA digital marketing including SEO, targeting, consumer acquisition and engagement via email, mobile, website and social media, and other web-based marketing channels to ensure continuity, improved results, and optimal consumer experience
- Create, manage and optimize a metrics-based approach to digital advocacy campaigns that employ the most effective methods for reaching and moving target audiences

- Work with the Managing Director, Movement Building, to lead digital strategy for our advocacy campaigns, deepening user engagement and and optimizing online-to-offline conversion.
- Design A/B tests and other methods for measuring and improving campaign efforts
- Oversee social media channels including editorial planning, content development, monitoring/analytics and ongoing social strategy and creative community engagement
- Crunch data and deliver reports and summaries in a timely manner with clear-cut communication, including market, economic, competitive, and consumer/ prospective consumer insights
- Develop robust attribution models to maximize efficiency and effectiveness of our existing digital budget
- Relentlessly track digital analytics; perpetually refine existing marketing campaigns and inform the conception and development of new tactics
- Lead rapid response digital strategy; work with colleagues to respond quickly and effectively
- Stay on top of the latest SEO, SEM and digital marketing industry information, trends and opportunities

Requirements:

- Deep belief in service years to tackle our most pressing challenges, transform the lives of those who serve, and change the course of the country
- Humble leader with tremendous professional resolve
- Comfort with ambiguity
- Bias for taking initiative to create and own new opportunities
- Strong learning mindset
- 6-10 years of experience, at least 2 in a strategic leadership role
- Tech marketplace experience (Amazon, Uber, Airbnb, etc.) highly preferred
- Demonstrated ability to leverage the power of technology in demand creation essential
- Savvy and skilled in reporting on all KPIs, marketing performance, user behaviors, marketing tests, and uncovering insights which provide a better understanding of our consumers in order to improve traffic, conversion, and results
- Solid understanding of media landscape and SEO/ SEM that can elevate brand/ product discovery/ engagement

About Service Year Alliance

Service Year Alliance is a bipartisan organization committed to making a year of full-time service — a service year — a common expectation and opportunity for young Americans of all backgrounds. Expanding service years has the power to address our country’s most pressing challenges, change the lives of those who serve, and unite our nation. Service Year Alliance is the result of a merger between the Franklin Project, ServiceNation, and the Service Year Exchange. The merger is an exciting indication of how passionate every person who works here is about our vision of transforming the nation through service: we put aside ego’s, dissolved powerful brands, and altered our leadership structure not because it was easy, but because that’s what our mission demands. SYA is a joint venture between Be The Change, Inc. and The Aspen Institute. Gen. (Ret.) Stanley McChrystal serves as the founding Chairman of our board. We are an equal opportunity employer and an *Employer of National Service*. AmeriCorps, Peace Corps, and other service year alumni are encouraged to apply, as are military veterans. Please indicate in your application if you have served in one of these programs. SYA is based in Washington, DC.

To apply for this position, please email your cover letter and resume to resume@serviceyr.org. Please no telephone calls or additional emails.