



Job Description

TITLE: Director of Digital Marketing

PROGRAM AREA(S): Communications

REPORTS TO: Managing Director, Head of Communications

Out Leadership is the global LGBT+ business network CEOs and multinational companies trust to generate Return on Equality®.

We create global executive events and insights that help leaders realize the economic growth and talent dividend derived from inclusive business, and convene groundbreaking talent accelerators: *OutNEXT*, the first global leadership development program for the next generation of LGBT+ talent; *Quorum*, which seeks to advance LGBT+ diversity in corporate governance; and *OutWOMEN*, which convenes and celebrates LGBT+ women in business.

Out Leadership is a certified B Corp. For more information, please visit www.outleadership.com

DESCRIPTION

We seek a creative, analytical digital marketing leader to build Out Leadership's online messaging capabilities and audience. The *Director of Digital Marketing* will collaborate with the communications team to bring Out Leadership's story to life across multiple online channels, including social media, email, web, video, and paid media. The Director of Digital Marketing will collaborate closely with the membership and events teams to increase visibility of the organization, particularly by increasingly digital engagement around our Global Summits, as well as by improving our social engagement with existing members and sponsors and helping to build our pipelines of potential members and sponsors.

The Director of Digital Marketing will create, implement, and manage a digital marketing strategy integrated with Out Leadership's communications strategy. They will ensure that Out Leadership is leading the online conversation about Return on Equality®, meaningfully building our audience size and engagement, and utilizing digital channels to drive a robust pipeline for membership and sponsorship opportunities.

RESPONSIBILITIES

- Build and implement a digital marketing strategy tightly integrated with Out Leadership's brand identity, messaging and communications strategy
- Manage digital marketing channels, including all social media accounts, Out Leadership's website, and email marketing, as well as social media accounts for our Founder & Principal
- Drive engagement and audience growth, with a particular focus on Out Leadership's key audiences, current members and sponsors, and prospects
- Conceptualize and implement campaigns, including drip email and social media marketing campaigns, and lead the digital content creation process
- Write engaging brand-aligned copy and create effective visuals and infographics

OUT LEADERSHIP

- Create and manage a data-driven paid media strategy, including SEO and social media advertising
- Create and manage web and social media performance analytics dashboards, including through Google Analytics, and make recommendations about how to optimize resource allocation
- Stay up to date with the latest technology and best practices

COLLABORATION

The *Director of Digital Marketing* reports to the Head of Communications and works closely with the rest of the Out Leadership team, particularly the:

- Global Initiatives team, managing website content and communications around our Global Summits and other events
- Membership/Sales team, ensuring that digital communications are tightly integrated into member and prospect engagement strategies
- Talent Accelerators team, ensuring that OutNEXT, OutWOMEN and Quorum key audiences (including participants, hosts and sponsors) are engaged across digital platforms

As a small, fast-paced, entrepreneurial company, Out Leadership thrives when its staff functions as a cohesive, collaborative team, working together to ensure the success of the company and its goals. To this end, every staff member is called upon to contribute to Out Leadership's success, which may mean fulfilling a role or duty not specifically listed in the employee's job description. This includes helping to maintain a tidy and professional shared workspace, staffing summits and events, identifying and supporting revenue-generating opportunities, and creatively contributing to strategic brainstorming sessions.

REQUIRED SKILLS

The ideal candidate will:

- Leverage web and digital channels to engage and grow audiences, and create marketing wins
- Focus on lead generation, and advance it with a comprehensive digital strategy.
- Measure effectiveness of digital campaigns with Google Analytics (and other platforms), driving purposeful action accordingly.
- Create campaigns using Adobe Creative Suite, email marketing and CRM platforms (we use Salesforce and Pardot), and social media channels.
- Be a talented and disciplined storyteller, ensuring that Out Leadership tells compelling stories that encourage audiences to take action.
- Effectively manage relationships with colleagues, consultants and vendors.

At Out Leadership, we seek to hire people who are:

- Self-motivated, team-focused, and passionate about advancing LGBT+ equality
- Robust analytical and problem-solvers who proactively scale projects and cultivate new opportunities
- Adept at effectively translating ideas into actionable recommendations

OUT LEADERSHIP

- Organized and effective at multi-tasking; capable of prioritizing many projects at once to nail every deadline

QUALIFICATIONS

The ideal candidate will possess:

- A bachelor's degree (or greater)
- 5+ years of full-time digital marketing experience, preferably working with senior business executives and their staffs
- Experience with Google Analytics, Salesforce, Asana, and Qualtrics are preferred
- A shared commitment to Out Leadership's mission and values
- Demonstrated sensitivity and respect for the cultural values, practices, beliefs, and social experiences of diverse communities
- A background (or proven interest) in the for-profit sector
- Specific experience in business process, the talent life-cycle, and diversity and inclusion preferred

LOCATION

This position will be based in Out Leadership's global headquarters in New York City.

COMPENSATION

Out Leadership offers competitive compensation commensurate with experience, including a competitive benefits package with paid time off, 401(K) with a 4% employer match, and a 90% covered health plan.

NEXT STEPS

Interested applicants should send any questions or a cover letter and resume to Wes Werbeck, COO, at jobs@outleadership.com.

EQUAL OPPORTUNITY EMPLOYER

Out Leadership is an equal opportunity employer and is firmly committed to complying with all federal, state and local equal employment opportunity ("EEO") laws. Out Leadership strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, sexual orientation, height and weight, disability, gender identity or expression, marital status, partnership status, genetic predisposition or carrier status, military status, arrest record and any other characteristic protected by law.

Out Leadership is especially interested in applicants that reflect the full diversity of the community we serve. Immigrants, people of color, transgender and gender nonconforming people, intersex people, and people of different abilities are strongly encouraged to apply.