

## **Marketing Manager**

[Scholly](#) – the #1 app for winning scholarships and crushing student debt – has helped over 2MM student subscribers win \$100 million dollars since 2015. Scholly helps students, graduates, and young professionals access resources and solutions that help them achieve their financial and professional goals. We're growing fast and we're looking for a creative and experienced marketing manager to help us build out our marketing programs.

As marketing manager, you'll lead the execution of our scholarship and loan payoff campaigns, and partner with our Head of Marketing to creatively develop campaign promotion strategies, highlight and tell the stories of our students through storytelling, social media, and content marketing.

### **Job Responsibilities**

- **Implement Marketing Strategy:** Translate Scholly's marketing strategy into highly coordinated and actionable tactics to be implemented by the marketing team
- **Lead Campaign Management:** Own digital campaigns from end to end: manage targeting and segmentation, messaging, content and design, planning, as well as reporting on individual campaign results and bigger picture trends
- **Lead Creative Direction:** Work hand-in-hand with our designers and web developers to produce best-in-class marketing content
- **Lead Content Creation:** Create content and social media strategy for scaled marketing efforts to grow Scholly's universe
- **Drive Marketing Asset Development:** Create landing pages, email marketing, and other tools to increase the usage of Scholly and support our students' success

- Support Marketing Channel Management: Partner with our channel marketing external consultants (content marketing, paid advertising, social media marketing) to identify, prioritize, and create consistent positioning and messaging across our marketing channels
- Support Public Relations: Support building Scholly's thought leadership in edtech by identifying opportunities, events, and digital marketing channels to promote Scholly's leadership in edtech

**You have:**

- 5+ years of experience within content/digital marketing, brand management, content strategy or a related field
- Experience with SEO, content marketing, and social media management
- Strong writer - able to write landing page, blog, and social media content
- Creative expertise with experience with Canva, InDesign, and Photoshop
- Experience with Hubspot, Instapage, Braze, Sprout Social is a plus