



## Director of Digital Marketing & Engagement

**ASSOCIATION FOR ENTERPRISE OPPORTUNITY (AEO)** is the leading voice of innovation for microfinance and microbusiness. Our mission is to create economic opportunity for underserved entrepreneurs throughout the United States. We engineer transformational change through research, convening, incubation, and advocacy to foster a robust and inclusive marketplace. For more than 30 years, AEO and our 2,700+ member organizations have helped millions of entrepreneurs support themselves and their families while contributing to their communities through business ownership.

AEO's Department of Communication and Engagement encompasses membership, marketing and branding, digital assets, conferences and events, and public relations. The department's vision is to connect stakeholders to the vital work of AEO by communicating AEO's value proposition, engaging members and partners with AEO resources, and facilitating collaboration at conferences and events.

The Director of Digital Marketing & Engagement shall be responsible for providing leadership to AEO's enterprise-wide efforts to engage internal and external stakeholders. The director will serve as a strategist, team leader, and executor, reporting to the Vice President of Communications and Strategic Engagement. As the organization pivots to a multifaceted digital engagement model, this new role will be key to a three-year plan to rethink stakeholder engagement.

As the Director of Digital Marketing & Engagement, you will provide leadership by overseeing CRM digital journeys, serving as the liaison to internal departments and external stakeholders, as well as building digital campaigns to engage business owners, small business advocates, and strategic corporate partners.

The ideal director will be an experienced professional who values a co-creative process, has extensive experience in building teams, can demonstrate experience managing successful performance marketing campaigns, can build and execute marketing plans, and has a mastery of integrated omni-channel marketing.

### Key Responsibilities

- Lead digital strategy, execution, and optimization. Ensure strategies are clearly communicated and aligned with annual goals and the organization's five-year strategic design and mapping initiative.
- Oversee paid digital marketing efforts and performance marketing strategy through paid search, paid social, programmatic, display and other relevant channels that drive qualified traffic to our website. Own lead generation campaigns to increase traffic, volume, and quality of leads from small business owners and small business support organizations.
- Oversee the customer experience and email & SMS marketing strategy.

- Oversee email campaigns that exemplify the brand message and ensure email content/copy, email flows and lists are optimized for performance and deployed on time.
- Manage and optimize digital marketing budget and ensure monthly targets are met or exceeded.
- Work with the marketing team and outside vendors on the creation of marketing assets such as landing pages, website pages, and optimize contents for improved SERP rankings.
- Develop, oversee, execute, and report the findings from A/B testing for consumer touch points such as ad campaigns, CTA, copy lines, and creative to our strategic partners.
- Monitor, analyze, and forecast performance and KPIs to help achieve engagement targets.
- Develop and oversee all digital marketing and executing strategies across several channels including: SEM/PPC (Google), Social (Facebook/IG), Email, etc.
- Partner with the Department of Data and Analytics to create data funnels that allow for the creation of white papers and other strategic communications.
- Work in partnership with the Vice President of Communications and Strategic Engagement to develop strategies related to membership, annual conferences, and strategic corporate partnerships.

### **Professional Experience/Qualifications**

- Bachelor's Degree required; Master's Degree preferred
- Education in marketing, advertising, public relations, or related degree
- 5+ years of progressively responsible experience
- Expert in Google Ads, LinkedIn Ads, Facebook/Instagram Ads
- Experience in optimizing landing pages and user funnels
- Knowledge of Salesforce, Pardot, and other industry tools
- Knowledge of non-profits, entrepreneurship, and small businesses
- Exceptional attention to detail
- Proficient in Microsoft Office Suite, especially PowerPoint and Excel

### **We Offer**

- Competitive compensation based on experience, including retirement matching
- Fully paid medical, dental, and vision coverage
- A collaborative and high-performing work environment

### **TO APPLY**

Interested applicants should send a cover letter and resume to [careers@aeoworks.org](mailto:careers@aeoworks.org). In your cover letter, please include: your unique qualifications for this position, your salary requirements, and how you learned of this vacancy.

*AEO is clear of its vision to be a place where a diverse mix of talented people want to come, to stay, and do their best work. We are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.*