



**Position:** Marketing Manager

**Location:** Chicago, IL

**Reporting to:** Executive Director of Marketing

### **About Us**

Imagine if what stood between you and a quality education was a 10-mile walk to school through rough terrain. Imagine running that distance instead of walking because it kept you safer. This is the reality for millions of children, including more than 600 million living in rural areas of developing countries. But with a bicycle, everything changes.

World Bicycle Relief mobilizes people through the power of bicycles. To date, we've designed and distributed over 500,000 life-changing bicycles to students, health workers, and entrepreneurs in 20 countries around the world. The impact is immediate: More students graduate. More goods are transported in less time. More healthcare workers see more patients. The bike is a powerful economic engine that helps communities thrive.

### **Purpose**

Living at the intersection of marketing and development, the Marketing Manager is focused on unlocking new audience and revenue growth opportunities for World Bicycle Relief in the U.S. market.

### **Responsibilities**

- Identify and manage audience acquisition and revenue growth opportunities through products, offerings, and tactics, such as content marketing and syndication, peer-to-peer fundraising, campaigns, recurring giving, and merchandise
- Develop and execute strategies to grow database of mass market leads in the pipeline and collaborate with colleagues on key conversion points in the marketing funnel, including optimization plans, fundraising campaigns, website landing pages, lead-generating activities, partnerships, and events and experiences
- Understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and fundraising trends in order to translate key results into actionable insights
- Accountable for annual percentage rate of database housefile growth
- Manage marketing budget
- Responsible--with other senior members of the marketing team--for revenue targets for U.S. grassroots and midlevel markets
- Manage a small team
- May perform other duties as assigned



### **Education/Minimum Qualifications**

- Proven experience in marketing, communications, and/or fundraising; nonprofit or social impact sector experience a plus, but not required
- Growth mindset and creative problem solver, with a proven understanding of performance marketing principles and practices
- Demonstrated experience creating and executing breakthrough products, campaigns, and offerings that resulted in significant audience growth
- Proven ability to plan and manage marketing and sales budgets
- Excellent communication skills a must, with prior experience with multichannel marketing and writing for conversion
- Superior time management skills, multi-tasking abilities, team playing skills
- Ability to accomplish projects independently
- Proactive, highly organized self-starter
- Comfortable with fast-paced working environment
- Design thinking or human-centered design training and certification a plus
- Mission driven. While you are serious about the work you do, you don't take yourself too seriously

### **To apply**

Please submit a resume and cover letter (both required) via our online application system:

[https://rew31.ultipro.com/SRA1000/JobBoard/NewCandidateExt.aspx?\\_JobID=738](https://rew31.ultipro.com/SRA1000/JobBoard/NewCandidateExt.aspx?_JobID=738)