

Marketing Campaigns Manager:

Position: Marketing Campaigns Manager - Full Time

Location: Remote

About TurnUp Activism: TurnUp is a 501(c)(3) non-profit mobile app and organization that has embarked on a mission to build the most organized, active, competent, educated and powerful progressive grassroots activist network of young people. In 2020, as the largest and fastest-growing youth voter turnout and activism organization and mobile app, TurnUp reached 36 million young voters nationally with voter registration and election information; texted 1 million young Georgians; reached each young Georgian on social media 8x in the 6 weeks before the runoff; made 17,000 connections between young activists through the TurnUp mobile app; and trained 1,600 young activists who completed over 2,000 volunteer shifts in a 3 months long program. Youth turnout increased more than 10 points.

TurnUp consistently creates and invests in new civic technologies and ideas including an innovative mobile app for youth activism and the organization includes staff as well as 300 youth organizers working on a daily basis and over 20,000 young people that are mobilized to get out the vote and stop voter suppression.

Position Description: TurnUp is looking for an experienced, creative, analytical and mission-driven marketing campaigns manager that has a deep breath of experience and knowledge in the field, and who lives and loves the cutting edge of growth marketing. The marketing campaigns manager will be responsible for managing unique campaigns to scale the TurnUp Activism mobile app and increase youth voter turnout and activism. The manager will supervise a wide range of marketing campaigns including influencer marketing campaigns. The manager will have the opportunity to lead a team of contractors and interns to support their work. TurnUp needs an individual that is a highly strategic thinker. This is an extremely important hire for us and will lead to company-wide growth initiatives.

Primary Responsibilities:

- Manage and grow a team of contractors and interns focused on a few marketing campaigns encompassing aspects of marketing including influencer marketing, SMS, social media advertising, graphic design, video, and SEO.
- Manage scaling the TurnUp Activism mobile app through influencer marketing and other growth hacking strategies.
- Manage campus ambassador program.
- Manage and organize recruitment of influencers and pages to develop social media network and media packages that can be deployed during important activism events and election cycles.
- Manage paid campaigns on Snapchat and Instagram to encourage young people out to vote and to register to vote and utilize tracking and advanced survey techniques to measure success.
- Understand and use key app analytics and metrics to adjust and strengthen marketing strategy.
- Measure and report performance of all marketing channels/campaigns and assess against ROI and KPI goals.
- Work with key staff to ensure all organizational communications closely adhere to TurnUp's brand.

#### Qualifications:

- Experienced growth marketer having scaled products in the past.
- Experienced with running app user acquisition marketing campaigns and influencer marketing.
- Experienced executing and rigorously analyzing and tracking paid campaigns.
- An innovative thinker ready to develop their own ideas as well as follow and utilize existing marketing strategies.
- Experience managing a team and sizeable marketing budget.
- Collaborative: This position requires working across many aspects of TurnUp.
- Big Picture: Growth at TurnUp is holistic and expands far past just acquisition and performance marketing.
- Independent worker.
- Passionate about TurnUp's mission.
- Good listener, good problem-solver.
- Detail-oriented and data-driven approach to all tasks, large and small.
- Well-organized and proactive.
- Able to manage multiple deadlines in a fast-paced environment.

- Strong written and verbal communication skills.

Compensation/Benefits: Salary competitive based on experience and generous benefits including paid vacation, personal time, and sick time.

How To Apply: Email Resume and Cover Letter to [info@turnup.us](mailto:info@turnup.us) with subject line “Marketing Campaigns Manager”

Studies show that women and people of color are less likely to apply for jobs unless they believe they have every one of the qualifications listed. We encourage all applicants to apply, even if you don’t believe you meet every one of our qualifications described. If you are unsure of whether you meet the qualifications of this position, or how this would be determined, please contact us to discuss your application at **this email: [info\[@\]turnup.us](mailto:info@turnup.us)**

We are an equal opportunity employer. Applicants are never be disqualified nor discriminated against by race, class, religion, gender identity or expression, sexual orientation, national origin, age, veteran or disability status, criminal history, or educational attainment