

Sales & Marketing Manager

Job post

The non-profit language school EFBA is looking to hire a new Sales and Marketing Manager. This is an exciting part time role for someone that is sales-oriented and eager to make connections and build community on behalf of EFBA. This position will work closely with the Executive Director to generate sales. The ideal candidate is proud to work in the nonprofit sector, and passionate about bilingual education.

Must be based in the San Francisco Bay Area and able to travel to any of EFBA's school sites in the Bay Area with short notice, including visits to EFBA's storage and mailing address as needed.

Responsibilities include generating unique sales plans; developing conversion strategies; designing visual resources; managing department strategy, calendars and budget; creating engaging ads, social media posts, email communications, newsletters and promotional literature.

The ideal candidate is passionate, creative, well-organized, team-oriented and mission-centered. They love finding solutions and believe in continuous personal growth.

How to apply:

Fill out [application form](#)

**You'll be asked to provide personal information, resume, cover letter, contact info and references.*

Learn more about us at <https://efba.us/> | Questions about your application? HR@efba.us

Compensation: \$23/hour

Time commitment: 22 to 25 hrs/wk M-F *with seasonal variations

Place of work: Must be based in the San Francisco Bay Area. Primary place of work is remote, but must be able to visit school sites and storage on an ongoing basis, without advance notice.

Recruitment timeline:

Nov 30 - Dec 4: Application Deadline

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Dec 4 & 5: Pre-selected candidates receive a skill assessment via email (must be completed in 24 hours)

Dec 6 & 7: Interviews

Dec 7: Offer

Dec 11-20, 2023: [paid] Onboarding and Training

Dec 21, 2023 to Jan 4, 2024: Winter break/Office closure (unpaid time off)

Start date: January 4 (paid training will take place .

Main duties

**Reasonable accommodations may be made to enable individuals with disabilities to perform the main responsibilities.*

- Develop integrated marketing strategy and execution of campaigns to drive new registrations for all EFBA programs and activities
- Meet marketing and sales financial objectives by forecasting requirements and preparing and managing department budgets
- Accomplish marketing and sales objectives by planning, developing, implementing, and evaluating advertisements
- Identify marketing opportunities by understanding customer requirements and community needs
- Improve program marketability and profitability by researching, identifying, and capitalizing on market opportunities
- Sustain rapport with key community members by making periodic visits to school sites
- Provide information by collecting, analyzing, and summarizing data and trends
- Develop strategies for improvements
- Conduct market research
- Manage implementation and progress of projects
- Develop, draft, implement and comply with department policies and procedures; produce documents & tools to establish the role (including the Marketing and Communication Manual, Community Coordinators toolkit etc)
- Communicate with CPC account manager and Systems Administrator to maximize the benefits of our Google Ads Grant
- Represent EFBA through digital channels and in-person
- Manage the writing & creation of EFBA's Newsletters
- Coordinate the creation of EFBA's yearbook
- Build a team of volunteers

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- Work with the Academics Director to create a timeline, budget, and delegate tasks
- Gather content from students and teachers
- Develop content including visuals and written text
- Research printing options and tools as necessary
- Manage some aspects of the EFBA's website by working closely with the office team and Systems Administrator
- Manage EFBA social media accounts
- Manage communication with System Administrator, CPC Account Manager, and creative strategy team about the newsletter, website, employee portal, Google ads, Facebook ads, and other projects
- Proactively & confidently reach out to team members, partners, clients and prospective donors
- With the Operations Manager, support the scholarship campaign
- Supervise, train and develop the Marketing and Communications team (Community Coordinator volunteers, Marketing and Communications volunteers, Translator volunteers, etc.); collaborate with HR in interviewing candidates
- Train and coach department volunteers and interns
- Communicate job expectations by planning, monitoring, and reviewing contributions.
- Plan, organize and support all development activities, fundraising events and fundraising campaigns, including (but not limited to) the #GivingTuesday campaign and the annual appeal
- Support Executive Director with relationship building, networking efforts and community outreach
- Issue and mail certificates of appreciation, certificates of completion, awards, diplomas, etc.
- Contact potential sponsors for events (food, venue, supplies, gifts, etc)
- Schedule donation pick-ups or drop offs as needed
- Measure and track results: Account for the number of people/partners successfully engaged as converted (by the emails, calls, and conversations). Identify and track KPIs
- Produce quarterly reports
- Read and abide by the employee handbook. Ensure that all practices meet requirements & standards
- Properly save new documents in the Drive. Maintain all files organized and up-to-date for compliance
- Contribute to the smooth and professional operation of the organization:
- Develop Policies & Procedures for the role as we go, based on successful projects and tasks
- Be an active member of the EFBA community by attending social events and helping others
- Learn and utilize softwares required to execute functions of the role
- Lead by example
- Maintaining a library of stock photos

Competencies:

- Strong written and oral communication skills

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- Strong organizational skills
- Decision making
- Initiative and proactiveness
- Personal effectiveness/credibility
- Stress management/composure
- Commitment to professional development and growth mindset
- Time and project management
- Experience with social media and content design preferred (Facebook, Instagram, LinkedIn, Meta Business Suite)
- Intermediate knowledge in graphic design tools preferred, such as Canva, Photoshop, InDesign, Illustrator
- Intermediate knowledge of Mailchimp preferred
- Basic knowledge of WordPress CMS preferred
- Experience with project management tools preferred (Asana, Trello)
- French fluency (preferred)
- An understanding of French culture (preferred)

Requirements

- Ability to communicate and collaborate with a virtual team using Slack and Gmail
- Previous digital marketing experience
- Good understanding of American business practices
- Knowledge about Bay Area schools and education system
- Outstanding English communication skills
- Positive can-do attitude
- Passion for language studies, community outreach and/or cultural exchange
- Ability to refrain from engaging in activities considered a conflict of interest
- Ability to maintain confidentiality
- Technology literacy, including the ability to learn and use a variety of tools and software

Other Duties

This post is not designed to contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Other duties may be assigned in the sole discretion of the Organization.

Schedule and Time Commitment:

Monday through Friday 10:00 am to 3:30pm with 1 hour unpaid lunch break. (Approximately 4.5 hours daily). May occasionally be asked to work extra hours, not exceeding 40 hours per week. EFBA supports a reasonable flexible schedule to accommodate work/life balance as long as goals and job responsibilities are met. On occasion, may be required to work a reasonable time outside of scheduled hours to accommodate collaboration within the team. The newsletter requires weekly collaboration with the Executive Director that may result in hours worked through the later afternoon. This collaboration typically occurs on Thursdays or Fridays.

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Physical Demands

While performing the duties of this job, the employee is regularly required to talk and listen. This position may require standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing throughout the day. The employee may occasionally have to lift and/or move items over 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Travel: This position is primarily remote, but may include occasional travel within the San Francisco Bay Area.

Work Authorization / Security Clearance

Must be authorized to work in the United States with the ability to provide supporting documents.

Must pass state and federal background check verification and Megan's Law verification.

Other Duties

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EFBA is an equal opportunity employer.