American Foundation for the Blind – Career Opportunity

Senior Manager of Digital Marketing & CRM

About the American Foundation for the Blind

American Foundation for the Blind’s mission is to create a world of no limits for people who are blind or have low vision. AFB mobilizes supporters, engages leaders, advances understanding, and leverages research to champion policies and practices that improve the lives of its constituents.

AFB has a long, proud history of removing barriers, ensuring inclusion, and creating positive change in the world for millions of people with vision loss. AFB believes that vision loss must never stand in the way of dreams. Founded in 1921 by M.C. Migel to serve blinded World War I veterans, AFB quickly expanded its mission to serve all Americans with vision loss. Helen Keller, the world-famous deafblind author and activist, joined the organization in 1924 and, with AFB, paved the way for significant social change in America. Today, AFB uses its strengths and the “no limits” determination modeled by Ms. Keller to support blind or low vision people in employment, education, rehabilitation, community building, and advocacy.

Despite a century of progress, much work remains to ensure a level playing field for people who are blind or have low vision. Today’s social and economic systems continue to produce and perpetuate staggering inequalities among people with vision loss, leading to higher levels of unemployment, increased isolation, lower graduation rates, and poverty. AFB is committed to creating a more inclusive and just society by mobilizing leaders and influencers, championing impactful policies and practices, and promoting understanding of the most effective drivers of change. Our vision is a world without limits, where people who are blind or have low vision are working, going to school and participating in community life, unhindered by barriers.

Career Opportunity

Reporting to the Interim Chief Officer of Marketing and Communications, the Senior Manager of Digital Marketing & CRM will be responsible for expanding the scope of AFB’s digital engagement, advocacy, and fundraising and drive its performance to the next level. This role leads the entire stakeholder engagement cycle (awareness, consideration, conversion, and advocacy) for key focus areas of the AFB mission and brand. This role will lead, provide guidance, and solve issues to accelerate digital marketing capacity and knowledge throughout AFB.

The ideal candidate is a program architect and is excited to operationalize and scale the online program, outlining best practices, systems, tactics, and processes to amplify AFB’s reach. The successful candidate must be comfortable with fluid budget scenarios and able to articulate and solicit alignment from a matrix organization to deliver impact.

Team Leadership, Supporter Activation, Metrics, Content Development, Organic/Paid/Earned media, and Amplification.

This is a full-time, remote position.

# Duties and Responsibilities

1. Develop and implement proactive marketing strategies (organic, paid, and earned) that grow, maintain, and engage AFB’s Public Policy and Research Institute, AFB Talent Lab, Programs, and Resource Development audiences.
2. Design and implement Program and Resource Development campaigns in Salesforce Nonprofit Cloud; manage A/B testing, analysis, optimization and campaign performance metrics reporting, and suggest improvements.
3. Manage the marketing calendar; work with internal and external stakeholders to build effective briefs, target audiences and segments for every message to drive engagement and performance against KPI goals. Build and maintain marketing campaigns and all the relevant creatives, strategy, and assets. Ensure adherence to AFB’s digital inclusion policies and standards.
4. Support institutional strategy on audience/participant growth in coordination with the relevant Marketing/Communication team members and matrix functions across AFB.
5. Develop and strengthen supporter journeys in collaboration with the Public Policy and Research Institute, Programs, AFB Talent Lab, and Resource Development.
6. Review all advocacy email and campaign petitions with particular attention to tone, voice, clarity, and design.
7. Conduct regular reporting on audience files and manage data hygiene.
8. Develop and implement annual marketing initiatives and budgets.
9. Perform other responsibilities, as required.

# Qualifications

1. A Bachelor’s degree or equivalent, fluency in online marketing, MarTech, and analytics is preferred. A minimum of 8+years of experience in email marketing, digital marketing, and/or resource development is required. Prior familiarity with advocacy/nonprofit organizations preferred.
2. Strong instinct for brand-focused storytelling campaigns aligned with AFB’s mission, community, and values, DEI guidelines, and development obligations.
3. Fluency in data analytics, creative, and copywriting best practices for digital marketing, campaigning and/or resource development is required. Excel (e.g. Pivot Tables, Pivot Graph, VLOOKUP, Large Data Set, etc.)
4. Familiarity with Salesforce Marketing Cloud/Nonprofit Cloud or similar product experience for CRM, database/email marketing is required. Familiarity with web languages, such as HTML and CSS, is preferred. Proficiency with database management, basic implementation of MarTech platforms, integration with ERPs, CSR, and other operating/financial performance systems.
5. Demonstrated understanding of marketing automation, such as HubSpot, EveryAction, or Salesforce is required.
6. Understanding of conversion rates, optimization, and end user journey mapping to improve engagement and outcomes is required.
7. Excellent oral, written and presentation/communications skills are required.
8. Demonstrated ability to manage and collaborate across many stakeholders, manage multiple projects, solve problems, and meet deadlines and milestones/KPIs is required. Managing financial budgets, large data sets, dashboards, and strategic planning is required.
9. Experience running and integrating strategies across email, social media, video, mobile/SMS marketing campaigns to deliver impactful campaigns is preferred.

The position will require <20% travel, based on quarterly team gatherings and programmatic needs.

Must embrace and role model AFB’s mission and Core Values of Learning, Excellence, Collaboration and Impact.

# Demonstrate Key Values & Competencies Including:

Integrity & Respect

Collaboration

Job Excellence & Impact

Life-Long Learning

Initiative

Communication

Desire to Serve

Leadership

Compensation: Salary based on experience, market analysis and location.

How to Apply: Interested parties, please email a Cover Letter, Resume/CV to careers@afb.org.

At AFB we do not just accept difference, we celebrate it.  AFB is proud to be an equal opportunity employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

If you need assistance or an accommodation due to a disability, you may contact Human Resources at careers@afb.org.