



SECOND BREATH

LIVE FREELY AND FULLY

Senior Manager: Marketing

Ambition

For the past 25 years, the Second Breath Center www.secondbreathcenter.com has educated and trained thousands of people at our Greensboro based Christian Wisdom School. Our curriculum, classes, workshops and retreats have helped thousands of people deepen their relationship with God; have more meaningful relationships with others; and infuse their lives with vitality. We teach and facilitate through a progressive Christian lens and believe that by helping people create space for their unique three-centered inner wisdom (body, heart and mind), they can uncover more peace, presence, and joy.

This past year, we have built an app that has been downloaded by over 4,500 in 50 different countries and launched an online school. Now, we need to reach individuals who are looking for a more nourishing inner spiritual life and looking to live a life of joy and impact.

Our ideal candidate has a strong passion for social marketing, excellent communication skills, an eye for design, content strategy, and knowledge to create and deploy and evaluate marketing campaigns in close collaboration with our Chief of Staff.

Responsibilities Include:

- Drive acquisition strategies to increase the demand for our offerings through channels including but not limited to social media, print, email, tradeshow, public appearances, and podcasts
- Coordinate all media/other constituent contact and ensure that our brand consistently gets print and digital coverage
- Lead social content planning and creation, and manage performance across all social media channels/platforms for Second Breath
- Facilitate cross-functional initiatives through strong project management skills with experience using agile ways of working preferred
- Use data analytics to demonstrate and improve the impact of campaigns run over time for each product, program or service; trend tracking and content creation on all major platforms and have a willingness to experiment responsibly on emerging digital platforms

- Have a pulse on marketing campaigns, trends, and industry news to further strengthen brand partnership opportunities
- Serve as a liaison between the sales and marketing and customer support teams to ensure that messaging and campaigns align with specific public sector market trends, mandates, and unique requirements
- Brainstorm, strategize, and propose brand and podcast partnership ideas to grow Second Breath audience and expand customer base
- Deep collaboration with our Chief Marketing/Operations Officer to ensure we are meeting all goals and objectives

Required Skills and Experience

- A minimum of 4 years in Marketing, with some experience in social media management
- Exceptional communication skills, fluent in journalistic writing and editing
- Love for digital communications and can clearly take ideas into action
- Experience with Khoros, Sprout, or other leading Social Media Management and Listening Tools
- Experience and delight in curating a cohesive visual brand through the creation of graphics, photography, and/or video
- Experience with web analytic software such as Google Analytics
- Proven ability as a creative and innovative thinker with demonstrated cross-functional collaboration and leadership
- Organized, detail-oriented, able to juggle multiple projects and timelines at once and able to guide projects from ideation through execution, while meeting deadlines

Preferred Skills and Experience

- Proven interest in and success with managing and growing an organization's social media account
- Fluent in Wordpress
- Fluent in the Adobe Creative Suite and Canva
- An agile mindset to move projects through decision gates by communicating decision moments and complexities with senior leaders.
- MBA or equivalent experience in Marketing

Timeline

We welcome applications through Feb 9, end of day. Please don't hesitate to reach out to info@secondbreathcenter.com with any questions.

Compensation:

- Salary range is \$50-65K/year, commensurate with experience.
- Benefits include 21 vacation days per year (accruing monthly) and 10 paid holidays.
- Medical Health Care Stipend

- Life Insurance and Long-Term Disability Insurance
- 12 week parental leave with 4 weeks of additional ramp back support
- Professional Development Budget of \$1500.00 annually.
- Flexible hours worked remotely

Please submit a resume, cover letter, and three professional references to info@secondbreathcenter.com.

Work Environment

Second Breath functions as a distributed team, and applicants must be able to work remotely. Success in working in a geographically distributed and collaborative way requires a demonstrated ability to accomplish timely, high-quality work, handle a variety of duties, adapt to changing priorities, work successfully in a team, and communicate effectively with all segments of an extended community.

Second Breath is an Equal Employment Opportunity (EEO) employer and welcomes all qualified applicants. Applicants will receive fair and impartial consideration without regard to race, sex, color, sexual orientation, religion, national origin, age, disability, veteran status, genetic data, or other legally protected status.

*This is an exempt position. Employees in this position are paid a salary on a monthly basis and are not eligible to receive overtime pay.