



Job Title: **Marketing Manager**
Department: Public Affairs
Reports To: Director of Public Affairs
Status: Full-Time; Non-Exempt

The **Marketing Manager** is responsible for leading and executing digital marketing strategies that elevate CET's brand, drive engagement, and support enrollment and fundraising goals across multiple platforms. Reporting to the Director of Public Affairs, this role manages CET's digital presence—including social media, website content, email marketing and digital advertising—and ensures brand consistency across all channels. The role also includes graphic design responsibilities, from concept to production, to support CET's marketing campaigns, materials and visual storytelling efforts.

ESSENTIAL JOB FUNCTIONS (may include but is not limited to the following):

- Develop, manage, and implement comprehensive digital marketing campaigns, including paid and organic strategies across social media, email and web.
- Design and produce digital and print materials, including social media graphics, flyers, brochures, event collateral, infographics and videos.
- Oversee CET's social media presence, including content creation, scheduling, engagement, performance tracking and growth strategy across platforms (e.g., Instagram, Facebook, LinkedIn, YouTube).
- Collaborate with internal teams—including Center recruitment staff and leadership—to align digital marketing with local campaign goals and communication needs.
- Manage updates to CET's website and landing pages, ensuring user experience (UX) best practices and search engine optimization (SEO).
- Coordinate digital advertising efforts, including Google Ads and social media promotions, and track performance against KPIs.
- Conduct market research, monitor industry trend, and analyze digital campaign performance using tools such as Google Analytics and platform-specific insights.
- Ensure consistent brand identity and messaging across all digital and print communications.
- Write, edit, and proofread marketing copy for digital campaigns, newsletters, advertisements and recruitment materials.
- Serve as a creative resource for CET teams, providing guidance on layout, design and visual storytelling.
- Manage vendor relationships for digital marketing services as needed.
- Support the execution of CET events and recruitment initiatives with promotional design and digital coverage.

- Provide regular reports and insights to senior leadership on campaign effectiveness and audience engagement.
- Maintain a digital asset library and organized archive of marketing materials.
- Perform other duties as assigned.

REQUIRED KNOWLEDGE AND ABILITIES:

- Strong understanding of digital marketing platforms, tools, and trends—including email platforms, CRM systems, CMS (e.g., WordPress), SEO and paid social advertising.
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or Canva.
- Demonstrated ability to create and manage social media content across multiple channels.
- Strong written and verbal communication skills with attention to detail and accuracy.
- Excellent project management, organizational, and time management skills.
- Ability to analyze performance metrics and adapt strategy based on data insights.
- Creative thinker with a passion for storytelling, design and innovation.
- Ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment.
- Experience working with diverse audiences and promoting equity in messaging and representation.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree in Marketing, Communications, Graphic Design, Digital Media or a related field.
- Minimum of three to five (3 to 5) years of experience digital marketing, social media management and/or graphic design, preferably in education or nonprofit sectors.
- Portfolio of digital and print work strongly preferred.
- Experience working with persons of diverse socio-economic and ethnic backgrounds.

EQUAL EMPLOYMENT OPPORTUNITY

CET will consider and hire qualified applicants without discrimination. CET maintains as its staffing goal to recruit and maintain a workforce that reflects the diversity of the CET community.

Job Type: Full-time

Pay: \$70,000 - \$90,000 per year

Benefits:

- 401(k)
- Health insurance
- Paid time off

Schedule: Monday to Friday

Work Location: In person - 701 Vine St, San Jose, CA 95110