

Helen Keller Intl Job Announcement

Manager, Advertising

Remote –to be based in any US location where Helen Keller is an established employer.

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition, and clear vision, we help millions of people create lasting change in their own lives. Working in 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we ensure every person has the opportunity – as Helen did – to reach their true potential.

The Manager, Advertising, will join a growing team and play a critical role in building and expanding Helen Keller’s advertising strategy, focusing on persona development and testing to increase donor acquisition, retention, and overall revenue. The Manager will also help advance the organization’s brand and digital footprint through email, website, and creative services.

The ideal candidate has robust advertising and digital marketing experience, uses data to drive decision-making, and can prioritize, delegate, and manage a small team.

Functional Relationships

The Manager, Advertising, will be a key member of Helen Keller’s Center for Marketing and Branding, reporting to the Head, Center for Marketing and Branding. S/he will manage and mentor a digital team of three and external vendors, and will work closely with fundraising colleagues.

Key Responsibilities

Lead Advertising

- Lead Helen Keller’s paid digital advertising efforts in collaboration with an external vendor, with a focus on optimizing donor retention and acquisition.
- Partner with Individual Fundraising and country leadership to identify primary donor audiences and reach through persona development and refinement.
- Manage cross-channel advertising campaigns (search, display, social) to support fundraising and brand awareness goals.
- Develop and track key performance indicators for digital advertising performance and continuously refine strategies based on data insights.
- Keep abreast of advertising and fundraising trends and consider opportunities to refine and improve advertising efforts.

Support Digital Strategy and Global Brand

- Evolve the organization’s email marketing strategy in partnership with the Officer, Email Marketing, and craft targeted email journeys; test messaging, layouts, and delivery; and increase engagement, conversions, and revenue.

- Manage website content strategy in partnership with the Officer, Social Media and Digital Communication, to optimize donor journey, advance accessibility, ensure content accuracy and SEO, and minimize bugs and site disruptions.
- Partner with Director, Center for Marketing and Branding, to understand organizational creative needs and build out center offerings and processes.
- Guide Officer, Creative Services, to meet global creative services needs, including a combination of direct support through design vendor(s) and tools and templates to offer self-serve options.
- Oversee internal brand marketing offerings, including intranet Brand Toolkit and cloud-based photo repository.

Mentor a High-Performing Team

- Provide mentorship, guidance, and professional development to a team of three to meet advertising, digital, and brand goals.
- Foster a collaborative, innovative, and performance-driven work environment.
- Partner closely with Director, Center for Marketing and Branding, and Regional Managing Directors to foster two-way communication and dual accountability.
- Lead RFP processes to find high-performing, compatible partners for things like advertising execution, email marketing, and website redesign.

Qualifications

For our team to be a great fit for you, the following qualifications should resonate with you:

- Education: Degree in marketing, digital media, or related field.
- Experience: 5-7 years of progressive advertising experience regularly meeting or exceeding KPIs, preferably within a global organization, nonprofit, or advertising agency. Previous experience in a managerial role.
- Proven ability to lead performance-driven advertising campaigns and email marketing strategies with measurable revenue outcomes.
- Strong understanding of web development processes, content strategy, UX/UI principles, and analytics.
- Proficiency in digital advertising platforms (Google Ads, Meta, etc.), email marketing tools (e.g., Luminato, Mailchimp, Constant Contact), and analytics software (Google Analytics, Tag Manager).
- Demonstrated experience managing staff, vendors, and working cross-functionally in a global organization.
- Excellent written and verbal communication, project management, and analytical skills.
- Ability to independently problem solve, delegate, and drive work across multiple fast-moving projects in a globally dispersed organization with effective prioritization.
- Collaborative, flexible, and solution-oriented. Ability to maintain balance when under stress.
- Ability and willingness to flex work hours to accommodate multiple time zones. Core work hours are expected to follow Eastern Standard Time (US).

Compensation

The full-time annualized midpoint of the salary range for this position is \$102,000. Helen Keller offers a comprehensive benefits package, including health coverage, paid leave,

retirement savings with employer match, and professional development. Specific offerings may vary by country in accordance with local laws.

Fairness, Belonging and Zero Tolerance to Abuse

As a member of the Helen Keller Family, each employee is expected to:

- Help to develop and maintain an environment that welcomes and develops a multi-cultural workforce with varied lived experiences and identities.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Helen Keller family, stakeholders in general, and particularly for the communities we serve.
- Follow Helen Keller Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values.

To Apply

Qualified candidates should submit a cover letter and resume to Hki.Recruitment@hki.org. Applications will be accepted until the position is filled.

In the spirit of the extraordinary ability and vision of our founder, Helen Keller Intl fosters an environment of fairness and belonging for our workforce.

Helen Keller Intl is an Equal Opportunity Employer. We are committed to the principles of equal employment opportunity for all employees and applicants for employment.