



5604 Solway Street, Pittsburgh, PA 15217

412.421.3889  
tryingtogether.org

**Position:** Digital Marketing Manager  
**Full-Time | Salary Range:** \$52,000 - \$58,000

### **Culture:**

Trying Together's mission is to support high-quality care and education for young children.

Trying Together is a Pittsburgh-based nonprofit that supports the work of early childhood by providing advocacy, community resources, and professional growth opportunities for the needs and rights of children, their families, and the adults who interact with them. A fast-paced organization, Trying Together looks for dedicated and passionate staff who bring positivity to their work and a solution-oriented sensibility.

Trying Together encourages its team, partners, and communities to interact compassionately and honor the range of cultures, ideas, and identities that root each person. Young children develop and learn by example; this means that children whose early learning environments reflect just actions, equitable opportunities, diverse representation, and inclusive approaches experience healthier interactions and build relationships that enable them to thrive.

Trying Together is an equal-opportunity employer. Trying Together does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

### **Purpose:**

The Digital Marketing Manager is responsible for inputting and scheduling content in alignment with Trying Together's organizational tone and strategic priorities (as well as the initiatives and brands whose communications it also manages) including but not limited to: emails and e-newsletters; Google Ads; social media; and text messages, as well as compiling the subsequent analytics. The content distributed by the Digital Marketing Manager supports the marketing and promotion of Trying Together's advocacy, community resources, and professional growth opportunities which may include but are not limited to: Allegheny Child





Care; Buzzword; Early Learning PA (ELPA); Early Learning Resource Center (ELRC) Region 5; Everyday Interactions Matter; The Homewood Early Learning Hub & Family Center; The Institute for Early Childhood Career Pathways; Message from Me; Playful Pittsburgh; Trying Together; and Your Career, Our Future brands, campaigns, initiatives, programs, and tools. The Digital Marketing Manager receives messaging from the Marketing Content Coordinator, works collaboratively with the Community Relations team, receives day-to-day instruction from the Assistant Director of Communications, and reports to the Director of Community Relations.

### **Responsibilities:**

- Commitment to racial equity and inclusion and a willingness to do the ongoing personal work to bring about a more just society by actively participating in professional growth opportunities.
- Actively work with peers to create a culture of belonging at Trying Together.
- Willingness to disrupt practices that do not honor children's, families', educators', and colleagues' humanity.
- Maintain a content calendar and consistently research, curate, input, and schedule content relative to early childhood education and caregivers for use in: email, e-newsletter, Google Ad, social media, and text message campaigns across platforms in expected timeframes.
- Receive copy and guidance to ensure that all content is in alignment with Trying Together's organizational tone and strategic priorities.
- Utilize data to measure outcomes in meeting campaign and strategic goals and assist with updating the Trying Together Conversion Funnel Strategy annually to better engage with target audiences.
- Maintain style guidelines across brands.
- Work collaboratively across departments within Trying Together to meet the mission and accomplish the work.



- Participate in initial and ongoing professional development for continuous learning and expanding one's professional knowledge base.
- Consistently use the NeonCRM platform to build relationships with constituents, record data that measure project performance, and support continuous quality improvement in the organization's resources and services.
- Other duties as assigned.

### **Qualifications:**

- Bachelor's Degree preferred in: advertising; communications; English; journalism; marketing; media; or public relations.
- A minimum of five years developing social media content for Facebook, LinkedIn, Instagram, X (Twitter), Nextdoor, and/or Pinterest with proven success in growing audiences and engagement across all priority platforms (see above) for Trying Together.
- A minimum of five years developing email content for standalone emails and regular email newsletters with proven success in growing engagement.
- A minimum of five years experience managing email, Google Ad, social media, and/or text message campaigns with proven success in growing audiences and engagement across all priority platforms Trying Together.
- Current knowledge and a minimum of five years working experience with digital platforms including but not limited to: Adobe Creative Suite; BaseCamp; Capitol Canary; Google Ads, Analytics, and Suite; Hootsuite; MailChimp Pro; Microsoft Office Suite; NeonCRM; SquareSpace; various social media platforms; and WordPress.
- Knowledge, interest, or experience in developing social media and storytelling to support advocacy, community engagement, the early care and education field, and/or nonprofits is helpful.
- Strong oral and written communications skills.
- Understand and use best practices for search engine optimization (SEO).
- Ability to work independently.





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- Must be detail-oriented.
- Must have the ability to think critically.
- Must possess excellent project management skills.
- Ability to prioritize and execute tasks in an efficient manner.
- Ability to meet deadlines for multiple projects simultaneously.
- Understand and use best practices for digital accessibility.
- Ability to flourish in a fast-paced environment.
- Enthusiasm for professional growth and the ability to self-start.
- Ability to work occasional evenings and/or weekends.
- Some statewide travel is required.

#### **Required Clearances:**

- Clean Act 33 Child Abuse Clearance.
- Clean Act 34 PA State Police Clearance.
- Clean Act 73 Federal Criminal History Clearance.
- National Sex Offender Registry (NSOR) Verification.

#### **Required Training:**

- Mandated Reporter Training (must be completed in the first month of placement).
- NeonCRM Training (required and recommended online courses must be completed in the first three months of placement).

#### **Benefits:**

- Competitive compensation and benefits package.
- Appreciative inquiry and strengths-based review process.

#### **Interested Applicants:**





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Applicants must apply at [tryingtogether.applytojob.com/apply](http://tryingtogether.applytojob.com/apply) and upload their cover letter, portfolio/writing samples, resume, and three work-related references. Phone calls will not be accepted. Posting will remain open until filled.

