



## Digital Marketing Associate

The Competitive Enterprise Institute seeks a passionate, innovative, and entrepreneurial digital strategist to assist CEI in implementing our online marketing efforts and managing our digital properties, including CEI.org, our social media channels, and our email marketing system. Working with a creative and aggressive communications team, this position will assist our Director of Digital Marketing to execute digital strategies, promote CEI's policy work, and advance CEI's mission and goals.

The ideal candidate will have 2-3+ years of experience with online marketing and content management systems, excellent project management and organizational skills, and experience translating complex policy issues into accessible, eye-catching materials for the average consumer. Salary will be commensurate with skills and experience.

### RESPONSIBILITIES:

- Develop strategy and workflow for managing CEI.org website properties, including posting content, supervising long-term website projects, and troubleshooting staff requests.
- Serve as the primary manager of website projects, partnering with IT and outside vendors to evaluate content management system enhancements and upgrades.
- Manage email marketing program, including weekly email deployments, list maintenance, templates, registration pages, and automation functions.
- Assist in the execution of a digital media strategy with a specific focus on email marketing, audience acquisition, and engagement.
- Develop and implement email marketing strategies, including list growth, engagement goals, and integrations.
- Oversee content creation for and manage designated social media channels. Track and monitor results and report to organization with feedback.
- Utilize website analytics and social media tools like Google Analytics, Sprout Social, and Facebook Insights to analyze data and improve effectiveness of CEI's messaging.
- Train staff when necessary on email marketing platforms, social media tools, and website best practices.

### QUALIFICATIONS & SKILLS:

- 2-3+ years of experience developing and managing digital content: websites, email marketing, and social media.
- Experience with email marketing software, data analytics, SEO, and audience acquisition.



- Ability to coordinate simultaneous projects and have good communication with all business stakeholders in each project.
- Strong understanding of web trends, technologies, and social media.
- Familiarity with best practices for email marketing, content strategy, and website user experiences.
- Possess excellent organizational and communication skills, professionalism, and the ability to quickly adapt to change in a fast-paced communications environment.
- Entrepreneurial spirit, humility, and a high sense of urgency.
- Highly organized and ability to deliver on tight deadlines.
- Superior oral, writing, and editing skills with strong attention to detail.

Preferred:

- Pardot or related email marketing software experience
- Familiarity with project management software Slack and Trello
- Adobe Suite: Photoshop, Illustrator, and Premiere Pro
- Knowledge of Google AdWords, Facebook Ads, and Twitter Ads
- Google Analytics certification

## ABOUT CEI:

- ❖ Culture matters. CEI is a feisty think tank led by a forward-thinking President/CEO. Members of the CEI team work hard, have a good sense of humor, enjoy life, and are dedicated to the success of a growing organization.
- ❖ This is a permanent, full-time position in Washington, D.C. This role is a critical member of a collaborative and motivated communications team and reports to CEI's Director of Digital Marketing.

The Competitive Enterprise Institute is a non-profit public policy organization dedicated to advancing the principles of limited government, free enterprise, and individual liberty. We make the uncompromising case for economic freedom because we believe it is essential for entrepreneurship, innovation, and prosperity to flourish.

Founded in 1984 and unique among free-market groups, CEI pursues a full-service approach to advancing public policy through timely analysis, effective advocacy, coalition-building, and strategic litigation. CEI is an influential voice on a number of regulatory issues: energy and environment, business and finance, technology and telecommunications, labor and employment, and food and drug policy.

**TO APPLY:** Interested candidates should send a resume, cover letter, two brief (1-2 page) writing or portfolio samples to Scooter Schaefer at [scooter.schaefer@cei.org](mailto:scooter.schaefer@cei.org).