



Digital & Website Manager

BACKGROUND

Connecting innovation and education to dramatically transform the way students learn, [LEAP Innovations](#)® leads the nation in developing and scaling personalized learning practices, technology and innovations in classrooms throughout the US. Located at 1871, Chicago's premier incubator for technology and entrepreneurship, LEAP is quickly making Chicago the national hub for education innovation. LEAP has also launched the country's first personalized learning framework and survey tools to measure practice in and beyond the classroom. Sponsored by major foundations and donors, LEAP currently works with over 70 schools across Chicago, improving the lives of thousands of students. LEAP also leads the Learning Assembly, a national network of organizations dedicated to scaling education innovation across the country. Winner of the 2016 Chicago Innovation Award for social innovation, LEAP Innovations is ready to meaningfully increase our reach and impact, and deploy our thought leadership, services and tools across the country.

POSITION

The **Digital and Website Manager** will assist with the development and implementation of the organization's communications digital strategy to increase awareness of LEAP's programs and initiatives among key stakeholders and the public. The Manager will be responsible for the development and maintenance of the organization's websites and creating strategy, planning and implementation of social media initiatives. Excellent writing skills, design experience and a track record creating and escalating engagement through online platforms are required.

RESPONSIBILITIES

- Draft content digital channels including:
 - Social media posts
 - Blog postings
 - E-newsletters
 - Graphic design
 - Video production
- Manage the content of LEAP's websites and social media channels.
- Identify new channels for the organization to leverage.
- Work with the communications and marketing team to determine priorities and devise strategies to address them.

EDUCATION AND EXPERIENCE

The ideal candidate should enjoy working in a dynamic, results-oriented environment in which expectations are high for quality, speed to completion and accomplishment. S/he should be detail oriented and a self-starter who is able to work independently but is also a team player. In addition, s/he should have the following:

- Bachelor's degree in digital marketing, communications or related field.
- 3-5 years of digital communications experience, preferably at an association/nonprofit.
- Proven website management experience.
- Experience developing, executing and evaluating SEO programs.
- Creation, organization, design and managing content for organization's websites; familiarity with WordPress and Joomla.
- Developing and implementing online marketing campaigns, including pay per click (PPC) campaigns and Google AdWords.
- Ability to edit HTML and Javascript.
- Familiarity with Flash, Photoshop CS4, FileMaker Pro 11, InDesign and Microsoft Office.
- Experience with video including: editing streaming and video encoding/digitizing.
- Adept at using social analytics tools to evaluate web and social media statistics and recommend changes in strategy as necessary.
- Experience working within brand and messaging guidelines.
- Experience in K-12 education preferred.
- Fluency in Spanish is preferred.

Compensation: Commensurate with experience. Excellent health benefits, 403(b) plan with company match and group life insurance.

Start Date: Position currently available.

Application: Phone inquiries are not accepted. To apply, please email your cover letter (including salary requirements), resume and one or two writing samples such as short articles or long blog posts to careers@leapinnovations.org. Applications without a cover letter will not be accepted. *Please include the position title in the subject line of your email.*