

The Female Founders Alliance is looking for our new Head of Marketing!

Reports to: Founder, CEO

Location: Seattle, WA

Employment: Contract to hire

Travel Required: Minimal

About Us:

The Female Founders Alliance is a community of women founding and leading venture scale startups, and the community that supports us, dedicated to helping each other succeed. We envision a world where women have a truly equitable chance at leadership in technology and startups. Our mission is to create a pattern of success among female-founded, female-led startups.

Job Description:

Our team is looking for a talented marketer to cultivate our brand and execute our digital marketing end to end. You will be joining a growing organization from the ground floor, reporting directly to the CEO, benefiting from meaningful visibility and once-in-a-lifetime opportunity for impact. If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketer to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Responsibilities

- Drive creation of our digital/social/content marketing calendar and execute against it, optimizing for ongoing customer conversion as well as specific campaigns (event attendance, applications to our accelerator etc).
- Measure, report and optimize performance of all marketing efforts against goals and KPIs
- Plan and execute all digital marketing
 - SEO/SEM
 - Content marketing
 - Customer database
 - Email marketing
 - Social media
 - Display advertising campaigns when appropriate
- Increase conversion by implementing, measuring and optimizing user funnels on our website
- Brainstorm and implement new and creative growth strategies
- Identify trends, insights, emerging technologies. Drive thought leadership and incorporate where appropriate

Our ideal team member is effective, creative, data-driven, detail-oriented, passionate, and self-directed. They are team players and genuinely nice people. They have great leadership

ability (demonstrated or potential), are familiar with the startup space, and have had experience as a startup founder or employee in the past. They have the knowledge, technical prowess and enough experience to lead digital marketing, and are willing and excited to drive both the strategy and execution of it.

If you want to have tangible, measurable, scalable impact in improving the gender gap in startups, while developing your network, building your public profile and demonstrating your leadership potential, this opportunity is for you. Email us at team@femalefounders.org with your resume and cover letter to learn more.

FFA provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or gender. We celebrate diversity and are committed to creating an inclusive environment for all employees.