



CHIEF GROWTH OFFICER

Remote position

The Alliance for Climate Education (ACE) exists to confront climate change as the most urgent crisis of our time, threatening the health of communities and ecosystems across the globe. ACE's mission is to educate young people on the science of climate change and empower them to take action. Since our founding in 2008, ACE has educated over 3 million youth, grown our action network to 300,000 members, tracked over 1 million climate actions, and registered and turned out tens of thousands of first-time climate voters.

JOB SUMMARY

ACE is experiencing a period of growth and expansion. We seek a mission-driven innovator, a visionary, and an expert marketer to serve as ACE's next Chief Growth Officer (CGO), an integral part of the Executive Leadership Team. This proven leader will be responsible for developing and implementing the organization's marketing strategy, managing a growing team of marketing, digital media, and communications staff, and ensuring the continued, rapid expansion of ACE's impact in the markets that we operate. The CGO will be instrumental in setting a vision for ACE's future growth and impact, and lead on crafting and executing a digital marketing and communications strategy to maximize engagement with young people to fight for a future safe from climate change.

- Set a vision for ACE's marketing strategy, starting with a robust digital marketing roadmap that spans SEO, SEM, Google Analytics, Ads Manager, Google Ads, socials, and other channels we have yet to discover.
- Continually measure ROI and KPIs, and manage an annual marketing budget of \$1.3M.
- Oversee all digital marketing, communications, social media channels, and strategy, and ensure brand consistency across platforms.
- Support a growing team to run sophisticated paid media campaigns across multiple youth-centric channels for the purposes of online voter registration, list-building, and advocacy campaigns.
- Be a key creative strategist in helping to develop specific campaigns and communications plans, and maintain high levels of user and member interaction.
- Forecast performance trends and act proactively to increase our market segment across all audiences, including youth and educators.
- Liaise with program directors and executive team members to increase user and member satisfaction, and engagement, through cohesive strategies.
- Oversee digital technology and marketing automation tools, and discover new ones to help ACE maximize its marketing budget, including: Salesforce, NewMode, EveryAction, MobileCommons, and others.
- Be an inspirational leader that elevates the organization's work and brand to new heights, and a key mentor to a growing team.

KEY RESPONSIBILITIES

- **Vision, Strategy and Growth:**
 - Set a creative vision to greatly expand and scale ACE's primary audiences and their engagement.
 - Discover and leverage new channels, modes and messages to maximize engagement across all programs.
 - Develop key strategies and tactics through an iterative, evidence-based process.
 - Consistently create new ways to maximize ACE's marketing budget to get out the youth climate vote, in places where young people could cast the deciding ballots, and using innovative digital tools and tactics.
 - Dramatically expand our user base of educators that rely on ACE's award-winning climate education content, Our Climate Our Future.
- **Brand Elevation:**
 - Elevate ACE's brand in every way to new and exciting heights with key audiences, and the general public.
 - Support key teammates in growing ACE's brand awareness through organic, earned and paid media strategies.
 - Cultivate relationships with key gatekeepers in the media space, including influencers and nationally-recognized media outlets.
- **Digital Marketing Strategy Execution:**
 - Chart a new course to bring our digital marketing efforts to new heights and new channels in 2020 and beyond, managing an annual budget of more than \$1.3M.
 - Oversee the creation, testing and optimization of digital marketing campaigns to ensure key goals and metrics are met.
- **Management and Mentorship:**
 - Manage a nimble team of marketing and communications professionals, including Director of Marketing and Technology, Associate Director of Communications, Digital Media Producer, and a Digital Campaigns Manager.
 - Regularly provide coaching, mentorship and professional development support to the team to grow our organizational capacity.
- **Executive Leadership:**
 - Serve on ACE's Executive Leadership Team to help set the organization's strategic vision with the Executive Director and Board of Directors.
 - Oversee all marketing, digital tools and technology, and communications budgets and expenditures.
 - Regularly liaise with ACE funders, major donors, board members, and other critical stakeholders to support continued growth and expansion of ACE's work, and to support increased income.



QUALIFICATIONS

An ideal candidate will possess most of the following:

- Bachelor's degree or equivalent experience
- Minimum of 10+ years of work experience in marketing and communications, with a specialization in digital marketing and advertising
- Experience in developing a comprehensive marketing strategy and managing an annual budget of more than \$1M
- Experience working with people and communities that reflect diverse social identities. This may include: people of color, young people, people that identify as LGBTQIA, women, people from underserved communities, and other identities.
- Strong interpersonal skills and ability to cultivate and manage partnerships, and internal and external relationships
- Strong working knowledge and expertise in multiple digital marketing channels and tools, including, but not limited to: Ads Manager, Google Ads, Google Tag Manager, SEO, SEM, and cloud automation
- Excellent oral and written communication skills in English
- Experience in effective management of multiple full-time staff across many programs and departments
- Experience engaging young people and teachers via digital marketing and digital organizing
- Self-starter and an exceptional leader with strong organizational skills and creativity
- Existing expertise or willingness to master trends in science education, youth development, youth organizing and the climate movement.
- Understanding of and passion for working on climate justice
- Comfortable working remotely and as part of a small team

POSITION DETAILS

- Schedule: Full-time position
- Salary Range: \$110,000 - \$125,000 Commensurate with experience
- Generous benefits including: Medical, Dental, Vision, 403b retirement savings plan, Vacation, Sick time and 11 observed holidays.
- ACE is an equal opportunity employer that highly values staff diversity
- Anticipated start date: Immediately
- Deadline: Open until filled
- Location: Remote (May require occasional travel)

APPLICATION GUIDELINES

Please apply by emailing your resume and cover letter, to careers@climateeducation.org, with the "Chief Growth Officer" in the subject line. All your information will be kept confidential according to EEOC guidelines.

ACE is an equal opportunity employer that highly values diversity, equity, and inclusion and views the climate crisis as a social justice crisis. People of color, indigenous people, people who experience gender oppression, people with disabilities, and people who identify as members of the LGBTQIA+ community are particularly encouraged to apply.