



NATIONAL 4-H COUNCIL POSITION DESCRIPTION

Position Title	eCommerce Marketing Manager
Business Unit	eCommerce - Supply
Home Department	eCommerce
Location	Chevy Chase, MD
FLSA Status	Exempt
Full-Time or Part-Time	Full-Time
Telecommuter Status	Position is not eligible for Telecommuting

Mission

For more than 100 years, 4-H has stood behind the idea that youth are the single strongest catalyst for change. What began as a way to give rural youth new agricultural skills, today has grown into a global organization that teaches kids life skills. 4-H is dedicated to helping youth step up in a complex and changing world. We are helping to cultivate the next generation of leaders and tackling challenges such as the shortage of skilled professionals, maintaining our global competitiveness, encouraging civic involvement, and becoming a healthier society.

4-H Supply is the ecommerce division of National 4-H Council. The Supply unit was launched in 1925 to meet the needs of the 4-H system, and we continue to be the primary source of supplies, curriculum, and all items bearing the 4-H clover that advance the organization's mission.

Position Summary

4-H Supply is currently seeking an Ecommerce Marketing Manager who will contribute to the achievement of 4-H Supply's goals by leading the execution of ecommerces' marketing strategy, which emphasizes digital tactics. In addition to implementing the strategy, this individual will report on the success of campaigns to help guide future business activities. Additional activities will include web development, program coordination, and content creation.

Responsibilities

Digital Marketing Role:

- Leverage paid search, email marketing, referral relationships, and loyalty programs to drive traffic and revenue for the 4-H ecommerce team
- Inform digital marketing strategy with detailed customer behavior data collection and analysis
- Conduct periodic evaluation of site and marketing UX to maximize conversion rate against benchmarks
- Determine and evaluate departmental key performance indicators (KPIs) and metrics that measure success.
- Develop and test email marketing customer acquisition and retention strategy for innovative programs, product sales, and new product launches.

Strategic Customer Insight Analysis and Reporting Role:

- Provide comprehensive e-Commerce marketing analysis to entire team on a weekly basis.
- Extract meaningful insights from primary web analytics data.
- Develop and update customer profiles and articulate their value in team strategic planning, execute on recommendations, and track results.

Web Development Role:

- Manage user experience (UX) A/B testing.
- Assist in the development and execution of departmental web strategy.
- Assist in website management, including but not limited to: design, UX, information architecture (IA), and product management.

Program Coordination Role:

- Apply a research-based analytical approach to assist in project managing various departmental programs including, but not limited to: National Youth Science Day kit sourcing, National 4-H Council Trend Spotters Youth Entrepreneurial Program development, and the annual 4-H Supply Catalog assembly and printing.

Qualifications:

- Bachelor's degree in digital analytics, business intelligence, data science, marketing, communications, computer science, or other relevant discipline with a strong interest in the intersection of these fields.
- 3-5 years of varied experience in digital marketing.
- Expert in Google Analytics.
- Deep knowledge of online metrics, data analytics, and KPI development.
- Proficient in Twitter, Facebook and email marketing platforms (MailChimp).
- Proficient in MASS500 and related software, or ability to learn financial management programs quickly.
- Proficient in MS Office applications (Word, Excel, Powerpoint, and Outlook).
- Strong time management and prioritization skills with the ability to manage multiple projects simultaneously.
- Strong presentation skills with proven ability to communicate complex, technical concepts to broad audience.
- Able to perform in a team-oriented environment.
- Data science and/or analytics certification preferred.
- Front-end web design experience a plus (HTML, CSS, Javascript).
- In-depth knowledge of other web tracking tools a plus.

ADA Requirements: This job operates in a nonprofit office environment. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

For Administrative & Office Associates:

- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets and fax machines.
- This is largely a sedentary role; however, some filing is required.
- This would require the ability to lift files, open filing cabinets and bend or stand as necessary.
- This would require the ability to deliver presentations to audiences of varying sizes.
- Basic math skills needed to calculate formulas, commissions, discounts, etc.
- Must be able to lift up to 10 pounds.

Travel Requirements: Travel may be necessary, up to 10% the time (national). Would require travel by air, car, rail.

Career Ladder: This position typically has the following career ladder: Director; Sr. Director; Vice President
Competencies

National 4-H is an Equal Opportunity/Affirmative Action employer.

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Advanced
Critical Thinking	Advanced
Initiative & Innovation	Advanced
Collaboration & Teamwork	Advanced
Customer Orientation	Advanced
Business Mindedness	Advanced
Spirit of Diversity & Inclusion	Advanced

Disclaimer

This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other duties as required.