



Position: Digital Lead Generation Strategist

Reporting to: Editorial & Creative Director

Location: Remote or Maplewood, New Jersey

StrongMinds (www.strongminds.org) is a dynamic and fast-growing 501(c)(3) social enterprise based in Maplewood, NJ, that treats depression in women and adolescents in Africa, where access to mental health treatment is extremely limited.

Since its start in 2014, StrongMinds has treated over 260,000 individuals with depression in Uganda and Zambia through group talk therapy, delivered by lay community health workers. Recently, we have expanded operations to the United States, offering depression treatment to underserved young people in New Jersey. *We are the only organization actively scaling a cost-effective solution to the global depression epidemic.*

StrongMinds has earned an impressive reputation in the global mental health space. In addition to media coverage in the New York Times, Forbes, BBC World Service, and the Stanford Social Innovation Review, we are described by UK organization Founders Pledge as the most cost-effective mental health organization working in the developing world.

Position Summary:

StrongMinds seeks a Digital Lead Generation Strategist to lead the organization's digital engagement strategy. This position will develop and execute paid social ad campaigns to engage and grow our audience, designing engagement journeys and nurture campaigns that convert new follows to donors. This position will also oversee organic content on all StrongMinds branded social media properties, create cross-channel social content, compile data and analytics, and support the strongminds.org website, including backend updates and SEO.

The ideal candidate will have an in-depth understanding of current and emerging social media platforms, tools, and analytics, a demonstrated interest in mental health and international development, a track record of implementing digital strategies that drive results, and extensive knowledge of social media best practices. This position is ideal for self-starters driven by a love of learning, innovation, and results.

Responsibilities

Digital Strategy

- Develop and implement paid social media campaigns (primarily through Facebook, with testing of other social platforms) to develop a robust marketing funnel to drive email acquisition, with the ultimate goal of building our donor base.
- Design and create petitions and other engagement tools (e.g. quizzes) to generate leads and meet our advocacy goals.
- Produce content for digital ad campaigns for all platforms, including graphics and text for display ads and website landing pages,
- Identify audiences and goals and implement A/B testing strategies,

- Continuously monitor data and analytics to maximize ROI on advertising expenditures,
- Create and analyze reports for social media and digital advertising campaigns using platforms such as Sprout Social and Looker Studio, and provide actionable insights to share with colleagues to inform future strategies,
- Work with fundraising team to periodically clean our email list and design journeys to re-engage inactive supporters.
- Actively research and stay abreast of emerging digital marketing trends, resources, and tools to advance digital communications and fundraising efforts.

Social Media Content

- Maintain all of all StrongMinds branded social media properties, ensuring that content complies with the organization's brand and messaging guidelines.
- Proactively research, source, and generate organic and paid social media content that aligns with fundraising campaigns, client mobilization needs, and key global moments.
- In collaboration with colleagues, create and maintain a social media content calendar that aligns with fundraising and other visibility and campaign goals.
- Monitor all platforms and ensure they are up to date and functioning fully,
- Troubleshoot digital issues as needed,
- Oversee and maintain all communications channels including responding to DMs and directing inquiries appropriately.

Website Development, Maintenance, and SEO

- Assist with the creation of a new strongminds.org website, including support with UX, SEO, and content development,
- Lead on SEO and analytics, keeping abreast of best practices and advising/implementing website changes and updates as needed.
- Assist with routine website updates and coordinate with web developer as needed,

REQUIRED SKILLS, QUALIFICATIONS, AND EXPERIENCE

- Bachelor's Degree (or equivalent experience) in Digital Marketing, Communications, Advertising, or another related field,
- 3-5+ years of demonstrated experience with non-profit marketing and/or fundraising communications, writing and running social media/digital advertising campaigns with proven results.
- Demonstrated experience with paid social media campaigns (Facebook Ads Manager, Google Ads, Google Grants) required.
- Knowledge (or strong desire to learn) Sprout Social, Canva, Facebook Fundraisers, and WordPress.
- Strong writing and editing skills, including a demonstrated ability to write quickly, clearly, and with sensitivity about mental health challenges faced by individuals across Africa.
- Experience collecting, reviewing, and using analytics (Google Analytics, Sprout Social, etc.) to make decisions and recommendations on digital strategy.
- Ability to work independently in a fast-paced environment and meet deadlines.
- Self-directed and proactive problem solver, with keen attention to detail.

- Ability to work in a team-oriented, collaborative environment, for an international organization,
- Passion for StrongMinds' mission and a desire to continuously learn in order to achieve organizational goals.
- Authorization to work in the United States.

The successful Digital Marketing Specialist will be expected to embrace and role model the core values of StrongMinds:

- We are people-focused
- We think big and act fast
- We are data-driven
- We do what we say and say what we do
- We believe in collaboration, not competition

Location: This position is available from a remote location in the Eastern US time zone or in the Maplewood, NJ office of StrongMinds.

Start Date

Anticipated start date is October 1, 2023

To Apply

Please submit a thoughtful and brief cover letter and CV to Susan Ryan at sryan@strongminds.org mentioning Digital Lead Generation Strategist in the subject line. Applications will be received on a rolling basis.

StrongMinds offers competitive salary/benefits and is an equal opportunity employer.