

Digital Marketing Manager at the [Inner Development Goals](#)

About the Inner Development Goals (IDGs)

The Inner Development Goals (IDGs) is a not for profit and open source initiative focused on inner development. We research, collect, and communicate science-based skills and qualities that help us live purposeful, sustainable, and productive lives.

Position Overview

We are seeking a highly technically skilled and experienced Marketing Manager to join our small, agile team helping to create a data-driven, test & learn culture within the Communications team. The Marketing Manager will be responsible for driving and executing the IDGs marketing strategy, with a data-driven and results-oriented approach to digital communications.

Your responsibilities

- Develop and execute the IDGs marketing strategy, with a focus on digital channels
- Collaborate with the IDGs team to create high-quality branding campaigns, as well as marketing campaigns (e.g. for events and other activities)
- Create and manage marketing campaigns, including email marketing, social media, event pages, and content marketing.
- End-to-end execution of A/B tests, which includes ideation, prioritization, setup, QA, deployment, and analysis
- Experience with setup and monitoring of marketing automation tools
- Setup, analyze and report on marketing performance, with the help of analytics tools
- Data-driven decision making, create and foster a culture of experimentation enterprise-wide
- Stay up-to-date on industry trends and best practices in marketing technology

Your background profile

- 3+ years experience in a similar position in marketing or communications, ideally in a technology-focused business
- Proven success with planning, research, creation, and distribution of organic content on diverse digital channels, e.g. LinkedIn.
- Strong digital skills in email marketing, social media, and content marketing
- Experience with data-driven & analytics tools, such as Google Analytics or Unbounce.
- Data literate and data driven, with a commercial awareness and an ability to confidently communicate with senior level decision makers
- Highly organised and detail-oriented, with strong project management skills
- Excellent written and verbal communication skills in English
- Ability to work effectively in a remote, agile team environment

Nice to have

- Experience with paid social media marketing (LinkedIn, Google Ads)
- Use and understanding of hypothesis testing, sample size calculation, and other statistical techniques applied in A/B testing
- Comfortable with tools such as Google Search Console, Google Analytics, ahrefs (or willing to learn)
- Experience with non-profits, community-led organizations, and global hub structures

Your qualities

You are a proactive self-starter who takes **ownership of your impact**. You have a strong sense of initiative and can identify opportunities to improve processes and drive growth in Marketing and Communications. Your expertise allows you to understand the value of different outcomes and you are able to think creatively to achieve them. Despite obstacles, you maintain a positive attitude and are able to navigate uncertainty.

You possess a strong ability to **execute quickly and effectively**. You have the ability to prioritize and make decisions that allow you to have the greatest impact in the shortest amount of time. You are able to determine when it is appropriate to take shortcuts and when more attention to detail is needed. You are efficient and agile in your approach, and consistently deliver high-quality results

Don't worry about your past experience being a 100% fit; we know that's practically impossible anyway! If this sounds like an interesting opportunity to you, and you resonate with the role and the impact it will drive, let's talk.

We believe that a diverse and inclusive team brings a variety of perspectives and experiences, leading to better solutions. We welcome applicants of all genders, races, ethnicities, religions, sexual orientations, and abilities to apply.

In our mind, this would **first be a 50% FTE position and in a few months grow to 100% FTE**, but we're looking for a great fit and have some flexibility - most importantly we're looking for a great fit.

Compensation for this position will be based on an equivalent to a monthly freelance rate of approximately €4200 for a FTE.

Application evaluations and interviews are happening on a rolling basis. **To apply, please email Jonna at jobs@innerdevelopmentgoals.org** - We look forward to hearing from you!