



Business and Development Specialists
for Charter Schools

Marketing Manager for Leading Charter School Professional Services Firm - Emeryville, CA (San Francisco Bay Area)

EdTec Inc. (www.edtec.com) is a growing national company that provides business and operational development assistance to public charter schools in a number of states with a focus on California, Tennessee, New York, Washington, and most recently Louisiana. EdTec is headquartered in the San Francisco Bay Area (Emeryville), with offices in Los Angeles and Nashville.

We assist charter schools in ensuring accountability for all financially related aspects of school administration, including full service accounting, payroll, accounts payable, budget development, cash management, and state financial and attendance reporting. EdTec also assists schools in strategic planning, charter development, facilities acquisition, business problem solving, governance, and district negotiations.

While we are a private company, we are motivated by the mission of helping to improve public education through the support of charter schools. Currently we provide services that support 160,000 students, many of them in low-income, inner-city areas and/or with high English Language Learner populations.

We are looking to add a Marketing Manager to our marketing and business development team. The Marketing Manager reports to EdTec's Chief Marketing Officer and will also work closely with our business and education experts, making this an excellent opportunity for a motivated self-starter who also thrives in a team environment. There is no better place to make a difference -- by expanding our reach to more charter schools so they can better serve their students and communities.

Position Purpose:

- To develop, establish, and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising, and promotional activities of the organization.

Position Responsibilities Include:

- Manage and coordinate all marketing, advertising, and promotional activities.
- Contribute to the development and management of the marketing budget.
- Develop and implement integrated marketing plans and projects for new and existing services.
- Expand and develop marketing platforms including company website, social media, print and online communication and campaigns, events and trade shows, promotional materials, and advertising.
- Monitor, review and report on all marketing activity and results.
- Assist in the analysis and development of pricing strategy.
- Collaborate with and support EdTec's Business Development Managers.
- Liaise and network with range of stakeholders including customers, prospects, colleagues, vendors, and partner organizations.
- Manage and analyze customer and market research, contact databases, competitor information.

- Ability to travel to represent EdTec at regional, statewide and national conferences and events.

Qualifications:

- Business or marketing-related degree or equivalent professional qualification.
- 5+ years in a marketing position and experience in all aspects of developing, executing and managing marketing strategies.
- Personality and drive to excel in a marketing role.
- Desire to represent and be part of a growing, premier professional services provider, and to succeed in helping us assist more charter schools.
- Excellent interpersonal and written communication skills.
- Incredible organizational and planning skills; detail-oriented.
- Event planning and management experience.
- Comfortable with public speaking and presenting.
- Commitment to maintaining our reputation as a high-performance, premier professional services firm.

Desirable:

- Experience in the charter school space or education field.
- A network of charter school leaders or influencers.
- Experience in developing and/or implementing a marketing strategy at a small to medium-sized company experiencing rapid growth.
- Familiarity with applications such as Constant Contact and Adobe Creative Suite.

Competitive salary based on experience + performance bonus. Excellent benefits: health, dental, vision, flexplan, 401k.

Please send resume with cover letter to jobs@edtec.com.

Subject line: Marketing Manager

Resumes without cover letters will not be considered.

EdTec Inc. is an equal opportunity employer.