**INDEPENDENT MARKETING CONTRACTOR JOB DESCRIPTION**

**UNITED STATES, REMOTE**

**BURTON D. MORGAN FOUNDATION**

Burton D. Morgan Foundation champions the entrepreneurial spirit, contributes to a robust entrepreneurial ecosystem, and serves as a leader in the field of entrepreneurship education. The Foundation's mission fosters free enterprise through grantmaking, ecosystem building, and knowledge sharing. These efforts are built around the three priority areas of Youth Entrepreneurship, Collegiate Entrepreneurship, and Adult Entrepreneurship.

**YIPPEE EXCHANGE - *THE GO-TO MARKET FOR ALL THINGS IN K-12 ENTREPRENEURSHIP EDUCATION***

YIPPEE Exchange turns traditional grantmaking processes upside down by providing a marketplace built on the fundamentals that power real-world markets. Rather than grantmaking entities deciding who gets dollars, the platform is designed to share decision-making power within the market. All parties involved get a say in what resources reach students:

* Educators choose the products that work best for them;
* Providers decide where and how they want to offer products and resources; and
* Sponsors decide how they will direct their support.

When all three align, a match is made by the system and the educator gets free, skill-building resources for their classroom.

**ROLE**

Burton D. Morgan Foundation seeks an experienced Independent Marketing Contractor to help meet educator usage goals; support providers in marketing their products; and attract new sponsors to YIPPEE Exchange. Our ideal candidate is a creative, growth-focused self-starter with a passion for education.

**RESPONSIBILITIES**

Educator Marketing

* Promote site within existing educational networks
* Create and coordinate site banner promotions, point giveaways, and contests
* Assist in the promotion of an on-demand video learning library for educators
* Provide content for Ambassador teams to use in promotions
* Review Community Forum content for brand alignment
* Facilitate the development and implementation of weekly/monthly campaigns, including possible educator creator collaborations (i.e. TikTok Teachers)

Provider Marketing

* Support product providers in developing engaging marketing copy and images
* Develop promotional campaigns and strategies for providers

Sponsor Marketing/PR

* Coordinate with PR firm on the execution of PR strategies
* Work with fundraiser to develop impact pieces
* Communicate sponsorships (i.e., through press releases, site recognition etc.)

Marketing for All User Types

* Help craft scopes of work for marketing agencies and keep contracts on track
* Review site for brand and messaging improvements
* Review Google analytics and advise on how to improve SEO
* Develop marketing calendar and plan for increasing user activity
* Improve social media presence and reach
* Evaluate results of marketing campaigns and refine accordingly
* Consider and facilitate event sponsorships to increase visibility of YIPPEE and meet usage goals
* Coordinate focus groups to better understand how to meet the needs of various user types
* Order and maintain promotional items
* Review, revise, and promote referral system

**QUALIFICATIONS**

* Proven working experience in digital marketing, SEO/SEM, and public relations
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
* Solid knowledge of website and marketing analytics tools
* Excellent written and oral communication skills
* Experience with A/B and multivariate experiments, and PPC campaigns preferred
* Must be willing and able to work remotely in the United States with access to an appropriate workspace

**COMPENSATION**

This is an independent contractor position for $70,000-$80,000, depending on experience. Contractor can work how, when, and where he or she chooses, but is requested to participate in weekly, pre-scheduled team meetings via zoom.

**HIRING PROCESS AND TIMELINE**

Applicants should apply via email to ebean@bdmorganfdn.org using the subject line “Independent Marketing Contractor.” Please include your name and contact information on any attachments. Application packages should include: (1) a brief letter of introduction sharing who you are and why you are interested in this role; and (2) a resume, including a description of relevant and concrete work you have done that would support your success on the YIPPEE Exchange team.

Applications will be reviewed on a rolling basis and the position will remain open until filled. The position would ideally start in April 2023.