



## Marketing Manager

### **Overview**

The Women's Business Development Council (WBDC) is seeking a driven and passionate Marketing Manager to work closely with the Director, Marketing and External Affairs, to ensure WBDC's message, mission, and impact are communicated clearly, consistently, and compellingly across all platforms.

The Marketing Manager is responsible for supporting and elevating WBDC's brand and managing the execution of the organization's strategic communications and marketing efforts across multiple platforms.

The ideal candidate is:

- A creative storyteller who loves turning mission and impact into powerful narratives
- A collaborator who thrives in a fast-paced, purpose-driven environment
- A detail-oriented manager who excels at planning, timelines, and tracking outcomes
- Someone who believes deeply in women's entrepreneurship, economic mobility, and community impact

This is a full-time role. At least two days/week will be worked from our offices in Stamford, Hartford or Waterbury, and the remaining days can be done remotely. Occasional evening work will be required. Travel around the state and to our offices (Stamford, Hartford, Waterbury and New London) may be required. The salary range for the role is \$70,000 to \$75,000 plus benefits, commensurate with experience.

### **Duties and Responsibilities**

- Develop and implement multi-channel marketing campaigns (email, web, print, social) in support of WBDC's marketing and communications strategy.
- Create and manage content for newsletters, social media, program and event promotions
- Oversee WBDC's website and ensure it remains current, engaging, and aligned with brand messaging
- Identify opportunities for content development and social media engagement to showcase key initiatives and grow audiences
- Manage editorial calendar across for all organization marketing and communications activities

- Own WBDC's SEO strategy, including keyword research, on-page and technical SEO, content guidance, performance tracking, and continuous improvement to optimize web traffic and visibility.
- Oversee maintenance, distribution, and inventory tracking of marketing collateral and branded merchandise
- Support event marketing efforts — from planning logistics and materials to partnering with our event team on execution

## Qualifications

- 5+ years of experience in marketing or brand strategy; nonprofit or mission-driven experience preferred
- Experience with digital and print marketing, web strategy and social media strategy
- Experience developing and managing SEO strategies, including keyword research, on-page and technical optimization, content optimization, and performance measurement to drive organic growth
- Exceptional written and verbal communication skills
- Strong project management skills with the ability to juggle multiple priorities
- Proficiency in Campaign Monitor (or similar email platforms), Canva, Microsoft Office Suite, and social media management tools
- Experience with CMS platforms (e.g., WordPress)
- Experience managing and mentoring a small team, including providing clear direction and feedback, and fostering a collaborative, high-performing work environment
- Excellent organizational and project management skills with attention to detail
- Ability to work both independently and collaboratively within a small, agile team
- Commitment to WBDC's mission of advancing women's economic equity and supporting small business growth

## About Us

Headquartered in Stamford with regional offices in Hartford, Waterbury and New London, the Women's Business Development Council (WBDC) is a nationally recognized nonprofit organization driving economic equity for women across Connecticut. For nearly 30 years, WBDC has empowered women entrepreneurs through training, advising, access to capital, and advocacy—serving more than 22,000 women and helping to launch or grow more than 16,500 businesses. With statewide locations and deep partnerships across the corporate, philanthropic, and government sectors, WBDC is an influential force for women's economic advancement. Visit [ctwbdc.org](http://ctwbdc.org) for more information.

WBDC offers a competitive benefit package including health, dental, vision, and life insurance, a

retirement plan, paid time off, and holidays, in a supportive working environment.

## **How We Operate**

We are a team of 40 talented individuals who collectively deliver outstanding results through a high level of passion and commitment.

### **Please apply if you:**

- Possess an *Entrepreneurial Mindset* – creative, motivated, enthusiastic, and energetic
- Seek to inspire and empower those around you, whether they are clients or colleagues
- Thrive in a fast-paced environment, and are comfortable with change
- Take initiative, and are willing to go above and beyond to achieve results
- Are highly detailed, and demonstrate a sense of urgency in setting and meeting deadlines
- Can work independently, and see the big picture while working in the day-to-day
- Prosper in a culture of teamwork and growth, and value collaboration
- Are passionate about supporting women entrepreneurs and small business owners

## **How to Apply**

Interested candidates should email their cover letter, and resume to [resumes@ctwbdc.org](mailto:resumes@ctwbdc.org). Please list WBDC Marketing Manager in the e-mail subject line. No phone inquiries.

## **Disclaimer**

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

## **WBDC, Inc. Equal Employment Opportunity Statement**

WBDC is committed to creating a diverse environment and is proud to be an equal opportunity employer. We welcome qualified applicants to receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.