



## Creative Services Manager Position Description

At New Tech Network (NTN), we empower educators to create more engaged schools—places where teaching feels joyful and learning feels energized. We offer professional learning that fuels creativity, strengthens teams, and sustains progress by combining actionable tools with meaningful support. Through whole-school transformation, guided pathways for focused change, and high-impact workshops, we've helped educators at over 350 schools feel confident, supported, and ready to build thriving school communities.

The Creative Services and Website Manager leads and implements NTN's visual communications—building community across our schools, conveying our value to potential partners, and fostering a culture of brand awareness among NTN employees. This full-time, remote position reports to the Director of Marketing and Content Alignment and is responsible for corporate graphic design, brand management, email marketing, and website maintenance. The role collaborates with internal teams and manages relationships with external contractors and vendors.

**LOCATION:** Remote, with up to 20% travel within the United States

**REPORTS TO:** Director of Marketing and Content Alignment

**PREFERRED START DATE:** January 12, 2025

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Graphic Design and Collateral Production (35%)

- Conceptualize, design, and produce print and digital materials across the organization.
- Create graphics such as logos, charts, maps, timelines, and visual assets for campaigns, products, and events.
- Design marketing and organization collateral including brochures, newsletters, flyers, advertisements, presentation decks, and branded merchandise.
- Develop digital marketing assets and materials including landing pages, email graphics, social media assets, and digital ads.
- Produce event branding and materials such as maps, signage, and presentation templates.
- Edit videos for website and social media use.





### **Brand Management (10%)**

- Maintain and evolve NTN's visual brand identity across all channels.
- Develop and manage corporate content kits and internal/external style guides.
- Provide guidance to staff on visual identity implementation.
- Maintain an organized library of photography, videography, and staff headshots.
- Ensure brand alignment between visual design, tone, and copy.
- Support implementation of brand evolution or refresh projects in collaboration with the Director of Marketing and Content Alignment.

### **Email Marketing Management (20%)**

- Design and build branded emails and templates in Pardot and CVENT.
- Oversee proofing, testing, and approval processes for all email campaigns.
- Monitor and optimize campaign performance to improve engagement and conversion.

### **Website Management, SEO, and Lead Generation (25%)**

- Maintain and update the external website (WordPress/Elementor).
- Implement SEO best practices to improve visibility and lead generation.
- Collaborate with developers to ensure accessible, WCAG-compliant layouts and strong site performance.
- Audit and improve website content architecture and templates to enhance user journeys.
- Use analytics (GA4, heatmaps, user feedback) to inform continuous UX improvements.
- Manage gated-content strategy (playbooks, webinars, case studies) to drive lead capture and nurture.
- Build forms and landing pages in Pardot and FormAssembly, managing field mapping to Salesforce and CVENT as applicable.
- Partner with the Growth and Marketing teams to implement progressive profiling, lead scoring, and segmentation to route prospects into the right nurture journeys.

### **Process and Knowledge Management (5%)**

- Maintain organized systems for storing design files, assets, and final deliverables.
- Collaborate effectively with internal teams, consultants, partners, and vendors to execute projects on time and within budget.
- Manage print production, providing accurate specifications and quality control.
- Continuously learn new design and web tools and share best practices with the team.
- Track time, expenses, and project activity accurately.
- Complete special projects and other tasks as assigned.
- Develop technical knowledge by attending workshops, reviewing professional publications and participating in professional societies





## JOB REQUIREMENTS

- 3 or more years of experience in graphic design, or any combination of education and professional experience providing proficiency in a majority of the essential responsibilities.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Proficiency with WordPress and Elementor for UX and website management.
- Knowledge of SEO, UX design, and Google Analytics (GA4).
- Proficient in Pardot, CVENT, Salesforce, and Form Assembly.
- Experience with Slack, Zoom, Asana, and other productivity tools.
- Ability to communicate and collaborate effectively with a diverse group of stakeholders.
- Ability to leverage non-dominant populations and their strengths and assets, specifically racially, ethnically, and socioeconomically diverse communities.
- Excellent attention to detail, highly accurate along with strong organizational skills.
- Ability to independently manage multiple priorities in a fast-paced environment.
- Strong interpersonal skills and follow through, with the ability to build long-term relationships and resolve conflict effectively.
- Comfort and effectiveness working in a fully remote environment.
- Ability to travel periodically for company events (up to 20%)

## Preferred Qualifications

- Demonstrates a commitment and action to diversity, equity, and community
- Knowledge of Zendesk-powered Help Centers (or willingness to learn).

## CONTACT WITH OTHERS

Must be able to collaborate effectively with others on a regular basis. Those people include, but are not limited to, employees of all levels within the organization, community, district leaders and teachers, and members of other organizations, customers, vendors and visitors.

## CONFIDENTIAL DATA

This position has access to sensitive and confidential information, and is trusted to maintain this information, files and documents properly. These documents include, but are not limited to, financial information, grant information, client proprietary information and other business related material. Failure to safeguard this information could result in loss of trust and reputation internally and externally.





## PHYSICAL REQUIREMENTS

Low physical effort required to sit, stand at files, bend, stoop, lift, and walk. Maximum unassisted lift = 35lbs. Requires ability to use a keyboard, monitor, and calculator. Also requires the ability to communicate verbally, both in person and on the telephone.

## WHAT WE OFFER

New Tech Network offers competitive compensation. The starting salary range for this position is \$83,000 - \$87,000 per year with a final offer based on the candidate's professional experience and internal equity. In addition to base salary, our compensation includes:

- An opportunity for bonus compensation
- A highly collaborative, creative yet autonomous remote work environment
- Comprehensive benefits, including Medical, Dental, Health Savings Account, Flexible Spending Account, Short and Long Term Disability, Life and Accidental Death and Dismemberment Insurance (AD&D), Employee Assistance Program, Supplemental Accident & Critical Illness plans and 401(k) Retirement Plan

## EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

New Tech Network is an equal opportunity employer. We are an anti-racist organization – absolutely and unequivocally committed to diversity, equity, and inclusion in all aspects of our work. All applicants will receive consideration for employment, without regard to race, color, religion, creed, national origin, gender or gender-identity, age, marital status, sexual orientation, veteran status, disability, pregnancy or parental status, or any other basis prohibited by law.

## HOW TO APPLY

To apply for the Creative Services Manager position, please submit the following materials to [hr@newtechnetwork.org](mailto:hr@newtechnetwork.org):

- Resume
- Portfolio of work samples that reflects experience with the essential responsibilities of the role (attachment or link)
- Cover letter (optional)

If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role and we look forward to hearing from you! All candidates will receive email notification about the status of their application when we complete our review process.

