



## Marketing Manager Job Description

Remote; US-Based

24-7 Prayer USA, a registered 501(c)(3) nonprofit organization, is seeking a freelance Marketing Manager to lead our social media presence and support strategic marketing efforts.

### What You'll Do:

- Manage and schedule content across Instagram, Facebook, TikTok, and YouTube
- Create monthly content calendars with posts aligned to our strategic goals, and secure Creative Director approval prior to execution
- Monitor trends and engage with our online community across platforms
- Track analytics, report on performance, and identify growth opportunities
- Develop email campaign concepts in Mailchimp alongside our email marketing specialist
- Collaborate with designers, copywriters, and other Creative and National Team members

Success in this role will be measured against the 24-7 Prayer USA Marketing KPI Framework, which outlines growth, engagement, and mission-alignment goals across platforms. Marketing Manager will collaborate with the Creative Director and Operations Manager on a quarterly basis to evaluate performance against KPIs and adjust marketing strategy accordingly.

### What We're Looking For:

- 2+ years of social media management and marketing experience, ideally for a brand or nonprofit
- Strong understanding of Instagram, TikTok, Facebook, and YouTube best practices, and social media trends
- Experience with content calendar creation and scheduling tools
- Familiarity with email marketing platforms and strategy, particularly Mailchimp
- Comfortable working remotely and communicating via Slack and ClickUp
- Self-motivated, organized, and able to manage multiple priorities independently
- Passion for prayer, mission, and justice — alignment with 24-7 Prayer mission and values

**Details:** Fully remote. Bi-weekly team meetings required. Responsive during standard U.S. business hours (M–F). Independent contractor; invoiced monthly. Approximately 5-8hrs/week or retainer available.