



RESEARCHCHILD

Research Institute for
Learning & Development

RESEARCH INSTITUTE FOR LEARNING AND DEVELOPMENT

Position Announcement:

Marketing Associate (part-time)

The Research Institute for Learning and Development (ResearchILD) is a not-for-profit organization dedicated to creating pathways to success for all learners. Our mission is to empower children, adolescents, and adults with learning and attention differences, especially those in under-resourced communities, to develop the persistence and resilience needed to attain success in school and in life. We are recognized as the leader in the development and delivery of executive function programs and professional development training for educators both in the U.S. and internationally (<https://researchchild.org>)

Position Summary:

The Marketing Associate working under the direction of the Director of Marketing will perform these tasks over the course of their employment:

- Identify and develop qualified leads (e.g., educators, administrators, parents) from marketing campaigns primarily focused on our flagship SMARTS Executive Function Curriculum for both secondary and elementary classrooms and for SMARTS@Home, our newest program for homeschool and parent-directed use.
- Assist with the development and execution of lead generation marketing campaigns, including sequencing and automated workflows.
- Create and manage social media content across various platforms (e.g. Facebook, Instagram, LinkedIn, X) to promote our SMARTS suite of products and other executive function-related programs and services.
- Assist with the development and tracking of editorial contacts including product reviews and requests for interviews.
- Generate and track marketing performance metrics and reports to inform sales-related activities.

- Support the marketing team with content creation, sales-support activities, and email database management.
- Stay current on educational trends, especially those that include executive function and learning.

Qualifications:

- Four-year degree in marketing, marketing communications, education, or related field.
- Able to learn and effectively use database and customer relations management (CRM) software, such as Salesforce and common software applications and web services such as Microsoft Office.
- Preference given to prior experience in consultative sales and customer relations in K-12 education market.
- Excellent communication and writing skills. Proficient in social media platforms and content creation and analysis.
- Self-starter, empathetic listener, and able to communicate with a wide range of people and in varying positions of authority and under a range of circumstances.
- Respects and values diversity; represents ResearchILD positively and professionally in interactions with clients, vendors, and the community at large in both real and virtual interactions.
- Familiarity with and appreciation of the nature of nonprofit collaboration and the ability to work independently and as part of a team.
- Committed to the mission, vision, and direction of ResearchILD.
- Ability to travel to and work in-person in the Lexington, MA office approximately 2 days per week.

Benefits

- Flexible, part-time, work schedule of approximately 20 hours per week, with occasional remote work availability.
- Competitive pay and paid time-off benefits.
- Access to ResearchILD-generated professional development workshops and conferences.
- Opportunity to work in a dynamic and growing global nonprofit organization with the potential to increase responsibilities as role progresses.

- Gain valuable experience and insight into the educational marketing industry.

How to Apply:

Please submit your resume and cover letter or portfolio sample that best illustrates your ability to benefit ResearchILD's marketing efforts. Please reply to Jamie Cutler, Director of Marketing and Communications, jcutler@researchild.org.