



Job Title: Marketing Manager

Reports To: Director of Marketing and Development

Location: Las Vegas, NV

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Are you a creative storyteller, strategic thinker, and hands-on marketer ready to make a real difference? Girl Scouts of Southern Nevada is seeking a Marketing Manager to lead integrated marketing and communications efforts that amplify our mission, grow our reach, and elevate the voices of girls across our community. In this role, you won't just market a brand—you'll help shape confident, courageous leaders for the future.

### What You'll Do:

- **Drive Integrated Campaigns:** Plan and execute multi-channel marketing campaigns across digital, social, print, PR, and events
- **Create Compelling Content:** Develop engaging content for social media, email, website, publications, and marketing collateral
- **Champion the Brand:** Ensure consistent voice, messaging, and visual identity aligned with the iconic Girl Scouts brand
- **Tell Powerful Stories:** Share impactful stories that inspire members, donors, partners, and the broader community
- **Collaborate Across Teams:** Partner with membership, product sales, girl experience, and development teams to support shared goals
- **Lead with Insight:** Track performance, analyze KPIs, and use data to optimize strategy and measure ROI
- **Mentor Future Leaders:** Support and co-lead the Media Girls program, helping girls build confidence in media, storytelling, and public speaking

### What We're Looking For:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field
- 3–5 years of experience in marketing, digital content, and campaign management
- Strong writing, editing, and verbal communication skills
- Experience managing social media platforms (Facebook, Instagram, LinkedIn, YouTube, etc.)
- Proficiency with tools such as Microsoft Office, Adobe Creative Suite, Canva, Hootsuite, Salesforce Marketing Cloud, or similar
- Strong project management skills with the ability to juggle multiple priorities
- Creative, analytical, and solutions-oriented mindset
- Passion for mission-driven work and youth development

### Additional Requirements:

- First Aid/CPR/AED certification (training provided)
- Girl Scouts membership required upon hire

Scan the QR code below to submit your resume for consideration.

