



Marketing Manager

The National Council on Problem Gambling (NCPG) serves as the national advocate to mitigate gambling-related harm. Our vision is to advance well-being by minimizing harm from gambling problems by problem gambling.

Position Summary:

Reporting to the Director of Communication, our **Marketing Manager** will develop and execute member and public-facing strategic marketing initiatives. The ideal candidate for this role is a creative, data-informed marketer with strong project management skills and a passion for public health communication.

Responsibilities Include:

- Drive visibility and engagement for NCPG's offerings through targeted digital campaigns, content creation, advertising strategy, audience segmentation and targeting, and performance tracking.
- Develop and execute multi-channel marketing strategies that support NCPG's program offerings, including but not limited to membership, annual conference, and training and accreditation programs, across digital and traditional platforms.
- Lead audience segmentation and targeting efforts to deliver tailored outreach campaigns to key stakeholder groups.
- Drive campaign optimization and performance analysis using metrics, A/B testing, and KPIs to continuously improve effectiveness and engagement.
- Create and manage promotional content, including emails, social posts, landing pages, infographics, brochures, and digital ads to increase awareness and participation in NCPG programs.
- Collaborate with the Communications Manager to align program messaging with NCPG's voice, mission, and broader public health narrative.
- Coordinate updates and enhancements to websites and digital assets related to NCPG's programmatic offerings in partnership with the internal team.
- Stay informed on trends in nonprofit marketing, public health communication, and consumer behavior to drive innovation and refine strategies.

Qualifications:

- A bachelor's degree in communications, Marketing, Public Relations, or a related field is preferred.
- 4–7 years of experience in a related field, preferred experience in email marketing, SEO, web analytics, and marketing campaign analysis.
- Experience with best practices in digital marketing, including paid media, SEO, social media engagement, etc.
- Passion for NCPG's mission and commitment to using design to make a positive impact.
- Creative thinker with a proactive approach to problem-solving.
- Flexibility and adaptability in a fast-paced, collaborative environment.
- Work in Education and nonprofit is a plus.
- Comfortable working in a team environment with remote coworkers and partners. *This is a remote position and will require travel for staff retreats, conferences, and meetings with stakeholders.

Salary Range

\$80,000 - \$ 85,000 per year plus an excellent benefits package including paid vacation, personal and sick time, thirteen company-paid holidays, life, short and long-term disability coverage, a retirement plan with matching company contributions, and health insurance with 100% employer-paid premiums for employees.

Application Instructions

Please submit a brief introductory email and resume to Caith@NCPGambling.org no later than Friday, October 17, 2025.

Visit our website at www.NCPGambling.org for more information about NCPG. We welcome you to inform us confidentially if you require any special accommodations to be considered for employment at NCPG. Contact hr@ncpgambling.org to notify us of any needs related to completing the job application.

We are an equal opportunity employer and consider all qualified applicants equally without regard to race, age, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.