



Global Nomads Group

Connecting Youth Across Difference and Distance

OUR VISION

To help create a just world in which every person's inherent worth and dignity are honored.

WHAT WE DO

Global Nomads Group unites global youth in experiences that provide the connection, skill building, and support they need to create a better world for us all.

WHAT WE VALUE

- Personal well-being
- Personal growth
- Professional learning
- Collaboration
- Problem solving
- Excellence

OUR PROGRAMS

- Language learning through virtual cultural exchange
- Free online courses created by youth, for youth
- Virtual curriculum development internship for youth

WHAT WE OFFER

Comprehensive
Health + Wellness
Benefits

Organization-led
Professional
Development

Global Team

Regionally
Competitive
Salaries

Supported
Flex Work
Arrangement

EQUITY STATEMENT

Global Nomads are a multicultural and multinational group of individuals from diverse backgrounds, abilities, and perspectives. We value the varied experiences of our colleagues and are inclusive of all members of our team in producing the best work products. We seek applicants who will contribute to our goal of building a strong, diverse, and thriving organization that is capable of producing outstanding results as it grows. We are an equal-opportunity employer.

To learn more about us, visit www.gng.org



Global Nomads Group

Digital Marketing Manager

JOIN OUR JOURNEY!

We are seeking a dynamic and results-driven Digital Marketing Manager to join our emerging and innovative team. The ideal candidate will have a proven track record in managing successful digital marketing campaigns, excellent analytical skills, and a passion for driving growth. This role will manage our digital marketing efforts, including SEO, content strategy, social media, influencer marketing, chatbot integration, and Google Ad Grants management, while contributing to the growth and development of a collaborative and forward-thinking team environment.

WHAT YOU'LL DO

- Plan, execute, and optimize digital marketing campaigns across various platforms including Google Ads, Social Media Ads, and TikTok Ads.
- Develop and implement effective SEO strategies to improve organic search rankings, conduct keyword research, optimize website content, and manage link-building activities.
- Design and update landing pages, maintain and update our website, ensuring it is optimized for speed, performance, and accessibility.
- Manage and execute email marketing campaigns through CRM, including A/B testing, reporting, and database management. Design workflows to automate processes and enhance user engagement.
- Manage the development and execution of a comprehensive social media strategy, create and curate engaging content, and produce visually appealing graphics using platforms like Canva.
- Write compelling and persuasive copy for marketing campaigns, website content, social media posts, and email communications.
- Identify, recruit, and manage relationships with influencers and brand ambassadors, develop and execute influencer marketing campaigns.
- Continuously analyze and improve user experience across all digital touchpoints, implement best practices for UX/UI design.
- Implement and manage chatbot solutions to improve customer engagement and support.
- Manage and optimize Google Ad Grants accounts to maximize the benefits of the program, ensure compliance with policies and guidelines.
- Lead, manage, and develop social media editor.

DON'T MEET EVERY REQUIREMENT?

We know that people come with all types of experience and talent beyond just the technical requirements of a job. If your experience is close to what you see listed here, please still consider applying. Give us the chance to get to know you!



Global Nomads Group

Digital Marketing Manager

YOU MUST HAVE

- Experience:
 - 5+ years of proven experience in digital marketing, with a strong understanding of SEO, SEM, and social media marketing.
 - 2+ years supervising/coaching junior staff.
 - Strong organizational and project management skills.
 - Up-to-date with the latest trends and best practices in digital marketing.
- Language Ability: written and spoken English fluency
- Technology Skills:
 - Proficiency in Google Ads, Facebook Ads, TikTok Ads, HubSpot, CRM tools, Canva, WordPress, and website analytics tools (e.g., Google Analytics).
 - Comfortable utilizing technology and learning various programs.
- Competencies:
 - Creativity, a keen eye for detail, and a strong design sense.
 - A learning stance and willingness to adapt and grow.
 - Ability to work independently and as part of a team.

WE'D LOVE IF YOU HAVE

- Experience working with NGOs, non-profits, or a startup environment.
- Ability to travel both domestically and internationally
- Knowledge of Arabic and/or Spanish

To Apply:

If you are passionate about digital marketing and have a knack for optimizing campaigns to achieve business goals, we would love to hear from you. We are also looking for candidates who can provide a portfolio or work samples showcasing their copywriting skills and design sense. Examples may include email campaigns, social media posts, or other relevant projects. Apply now to join our innovative team! [Click here](#) to submit your cover letter, resume, and portfolio.

As part of our ongoing commitment to diversity, equity, and inclusion, Global Nomads aims to recruit a staff that reflects the demographics of the youth who participate in our programs. At the moment this means we are actively seeking applicants from outside the U.S. We particularly welcome applications from people with disabilities.

SCHEDULE

As an international team that values collaboration, we ask that all staff be available for meetings at the following times,

regardless of their location:

- Monday through Thursday between 9-11am ET (US)
- Occasionally between 8 am-12pm ET (US)

The remaining hours of your work day are flexible and will be coordinated with your supervisor.

COMPENSATION

Argentina: \$20,000 USD/year + benefits

Other locations: Though we will consider hires from other locations with a location-appropriate salary, our current budget cap is a base salary of \$1,670 USD/month

Details

- Status: Full-time, Remote
- Location: Argentina/Flexible
- Supervisor: Director of Marketing and Communications

Apply by
Feb 15th
to be reviewed
in the first round
of applicants.



Global Nomads Group

Digital Marketing Manager

RECRUITMENT PROCESS

1. **Apply:** Tell us your story and why you'd be great in this role.
2. **Organization alignment interview:** Learn more about our organizational values and make sure you're excited about them.
3. **Simulation Exercise:** Demonstrate your abilities and approach to the work.
4. **Role alignment interview:** Get concrete and show us all the ways your experience and skills have prepared you for this role.
5. **Reference checks:** This is our due diligence and a chance to learn a bit more about you from those who know you well.

NOTE

All applications will be reviewed on a rolling basis and the position will remain open until filled. Due to the large volume of applicants, we are only able to contact those candidates selected for an interview. No phone calls, please.