



The Lincoln Center for Family and Youth  
1100 Adams Ave | Audubon, PA 19403  
(610) 277-3715 | [jobs@TheLincolnCenter.com](mailto:jobs@TheLincolnCenter.com)

## JOB DESCRIPTION: DIGITAL MARKETING MANAGER

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**Title:** Digital Marketing Manager

**FLSA:** Exempt

**Reports To:** VP, Head of Marketing and Media

**Organization Summary:** The Lincoln Center (TLC), established in 1970 by a behavioral health hospital and incorporated in 1983 as a 501(c)(3) nonprofit, is an entrepreneurial social enterprise dedicated to transforming lives and communities—one moment, one choice, one connection at a time. Headquartered in Pennsylvania, TLC operates across multiple states, delivering K-12 alternative education, mental and behavioral health services, wellness coaching, and professional development and training. For more information, please visit <https://TheLincolnCenter.com>

**Position Summary:** The Digital Marketing Manager will be a strategic leader responsible for developing and executing digital marketing campaigns that enhance TLC's online presence, engage the various communities we serve, and drive program awareness, participation, and growth. The ideal candidate will have a strong background in digital strategy, content creation, campaign management, and the implementation of systems and tools to optimize marketing efforts.

- Duties & Responsibilities:**
- **Digital Strategy Development:** Develop and implement comprehensive digital marketing strategies aligned with TLC's mission and goals, focusing on brand awareness, community engagement, and the promotion and growth of various programs. Create and execute multi-channel campaigns tailored for both B2B and B2C audiences.
  - **Content Creation and Management:** Collaborate to develop engaging content across all marketing channels, including websites, social media, podcasts, video, email, and ads.
  - **SEO and SEM:** Conduct website audits and optimize content for search engines and paid campaigns to increase visibility, site traffic, and conversions.
  - **Analytics and Reporting:** Develop and manage systems and workflows to support scalable growth across digital team functions. Monitor and analyze performance metrics to assess effectiveness, trends, and make data-driven decisions. Create and manage dashboards, providing regular reports to senior management.
  - **Collaboration :** Work closely with leadership, internal teams, and external partners to execute cohesive and impactful marketing efforts across numerous business units.
  - **Brand Consistency:** Ensure all digital communications are consistent with TLC's brand voice, visual identity, and core values.
  - **Budget Management:** Manage the digital marketing budget, including planning, forecasting, and tracking expenses. Monitor the effectiveness of campaigns in relation to ad spend using standard marketing performance metrics.
  - **Continuous Improvement:** Stay current with digital marketing trends, tools, and technologies. Continuously seek opportunities to innovate and improve TLC's digital marketing strategies and tactics.

- Skills & Knowledge:**
- Strong understanding of multi-channel digital marketing development, including SEO, SEM, social media, email, and content marketing.
  - Excellent verbal and written communication skills, with the ability to collaborate effectively across teams.
  - Proficiency in digital marketing tools and platforms (e.g., Google Analytics, Google Ads, Meta Ads Manager, etc.).
  - Experience with CRM and EDM marketing systems.
  - Excellent project management skills with the ability to manage multiple initiatives simultaneously.
  - Creative thinking and problem-solving abilities.
  - Collaborative team player, comfortable in both leading and supporting roles.
  - Experience with donor management software is a plus.

- Education and Experience:**
- Bachelor's degree in Marketing or related field.
  - Minimum of 5 years of experience in digital marketing

**Other Duties:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Work Environment:** TLC's Corporate Center located at 1100 Adams Ave., Audubon, PA 19403

**Work Hours:** This is a full-time, 40 hours per week, position; possible evening and/or weekend work