



Manager of Digital Engagement & Activation

This is a civilian position that works for a 501(c)3 non-profit that supports the Air Force Academy. This position does not require military service or graduation from the United States Air Force Academy.

UNITED STATES AIR FORCE ACADEMY ASSOCIATION & FOUNDATION

The United States Air Force Academy Association & Foundation ("Association & Foundation") believe strongly that the United States Air Force Academy ("Academy") is a vital national resource, upholding the invaluable mission of developing leaders of character for our Air Force, Space Force and nation. The Association & Foundation have joined forces to accomplish their complementary missions to actively support these leaders as well as the Academy and its cadets.

The core values of the United States Air Force Academy are Integrity First, Service Before Self, and Excellence in All We Do. These same core values guide the Association & Foundation, as well as our boards and staff.

THE OVERVIEW

The U.S. Air Force Academy Association & Foundation, in support of the United States Air Force Academy ("Academy"), seeks an innovative and strategic-minded digital marketing professional to help shape the future of digital engagement and activation across our organization. Reporting to the Director of Digital Engagement and Activation, this role blends digital marketing with hands-on execution to create meaningful digital experiences that inspire engagement, strengthen lifelong connections and activate audiences in support of the Association & Foundation's joint mission and philanthropic priorities.

As a key member of the Division of Marketing & Communications, this individual will collaborate across the organization to develop and execute integrated digital marketing campaigns that advance organizational priorities. They will translate organizational goals into compelling digital storytelling across social media, email, websites, podcasts and emerging channels, creating connected experiences that move audiences from awareness to action. Using industry-leading platforms such as Sprout Social, Emma, Orchard Core and Google Analytics, they will measure performance and continually optimize results.

Success in this role requires equal parts creativity, curiosity, strategy and execution. The ideal candidate brings a marketing-first mindset, thrives in a fast-paced environment, and balances big-picture thinking with hands-on implementation. They are energized by finding innovative ways to engage audiences spanning multiple generations — from recent graduates and parents to lifelong donors, members and supporters — and understand how digital marketing builds lasting relationships and drives measurable results.

Working as part of a collaborative digital team, this individual will independently lead assigned campaigns while partnering with the Director to prioritize initiatives, evaluate performance and continually strengthen the organization's digital marketing efforts. They leverage data to guide decisions, recommend innovative approaches, and embrace emerging trends and technologies to strengthen audience engagement while keeping the Association & Foundation's mission at the center of

every campaign.

KEY RESPONSIBILITIES

- Understand, uphold, and promote the ethical standards and core values of the Academy, and the Association & Foundation.
- Learn and understand how the Association & Foundation interacts with the Academy and other Academy-related nonprofit organizations that support various areas of the Academy.
- Keep abreast of Air Force, USAFA and departmental priorities, programs, personalities, and events.
- Perform other duties as assigned.
- **Strategic Digital Marketing & Campaign Management**
 - Build and execute integrated campaigns that drive engagement, participation and philanthropic outcomes.
 - Serve as the marketing partner for assigned departments, providing strategic guidance and recommending approaches that best achieve organizational goals.
 - Collaborate with the Director to prioritize initiatives and align digital marketing efforts with organizational objectives.
 - Support key Association & Foundation priorities, such as the 1Day1USAFA day of giving, year-end campaigns, the biennial AOG election and NextGen engagement.
 - Bring innovative ideas, emerging trends, and best practices to continually improve digital marketing performance and audience engagement.
 - Help shape marketing strategies that strengthen constituent relationships and inspire action in support of the Association & Foundation.
- **Digital Content, Storytelling & Audience Engagement**
 - Develop compelling content and integrated campaigns across social media, email, websites, podcasts and emerging channels.
 - Translate organizational priorities and complex topics into engaging stories that resonate with graduates, donors, members, parents, cadets and other key audiences.
 - Manage and optimize assigned channels and campaigns, ensuring a consistent, engaging user experience.
 - Lead digital marketing efforts for Class Giving, reunion campaigns, podcast promotion and other engagement initiatives that strengthen lifelong connections and inspire philanthropic support.
 - Partner with graphic designers, multimedia staff, photographers, and colleagues to bring campaigns and stories to life through engaging digital experiences.
 - Foster meaningful online engagement while growing audiences across multiple generations.
- **Analytics & Optimization**
 - Monitor, analyze and communicate campaign performance using data to develop recommendations and continuously optimize engagement, effectiveness, and return on marketing investment.
- **Strategic Communications**
 - Play a key role in social listening, gleaning insights that help inform effective approaches to audience engagement and response.
 - As needs arise, support crisis communications response across digital channels.

- Ensure messaging reflects the professionalism, integrity, and mission of the Association & Foundation in support of the United States Air Force Academy.
- **Collaboration & Organizational Partnership**
 - Build strong relationships across divisions and departments to understand goals and translate them into effective marketing strategies.
 - Serve as a trusted marketing advisor by recommending digital strategies that best support organizational objectives.
 - Balance multiple priorities while helping shape and execute the digital marketing calendar and campaign roadmap.
 - Collaborate with colleagues across Marketing & Communications and other divisions to deliver integrated campaigns that advance the Association & Foundation's strategic priorities.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strategic thinker and doer with the ability to translate organizational priorities into integrated digital marketing campaigns that drive engagement and measurable results.
- Strong project management, organizational and time management skills, with the ability to manage multiple priorities and deadlines in a fast-paced, collaborative environment.
- Exceptional written and verbal communication skills with the ability to adapt messaging for diverse audiences and communicate complex ideas in a clear and compelling manner.
- Demonstrated ability to develop and execute multi-channel marketing campaigns, leveraging audience engagement, digital storytelling, content strategy and marketing best practices.
- Ability to analyze campaign performance, interpret data, and make strategic recommendations that continuously improve marketing effectiveness.
- Strong relationship-building skills with the confidence to collaborate across departments, influence stakeholders, and recommend strategic marketing solutions.
- Self-motivated, curious, and proactive with sound judgment, exceptional attention to detail, a strong work ethic and a commitment to continuous learning and emerging digital trends.

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, digital marketing, communications, journalism, public relations or a related field.
- Minimum of 3 years of professional experience in digital marketing, content marketing, communications, fundraising marketing, or a related field.
- Demonstrated experience developing and executing integrated digital marketing campaigns across multiple channels, including social media, email marketing, websites and digital content.
- Strong understanding of marketing strategy, audience engagement and digital storytelling.
- Experience analyzing campaign performance and using data to optimize digital marketing efforts.
- Experience using social media management platforms and email marketing platforms.
- Working knowledge of content management systems (CMS), Microsoft 365 and Adobe Creative Suite or comparable creative tools.
- Excellent written, verbal and interpersonal communication skills.
- A valid driver's license and any related insurances.

- An ability to pass a DBIDS Background check for which are required in order to maintain access to the Association & Foundation's principal offices on the Academy.

PREFERRED QUALIFICATIONS

- Experience working in a nonprofit, higher education, membership or other mission-driven organization.
- Experience supporting fundraising, donor engagement, alumni relations or advancement marketing initiatives.
- Experience promoting podcasts or other digital media channels.
- Experience with Google Analytics (GA4), SEO, website optimization, digital performance reporting and other digital marketing best practices.
- Experience collaborating with designers, photographers, multimedia professionals and cross-functional teams to deliver integrated marketing campaigns; video creation and editing experience is a plus.
- Familiarity with AI-enabled productivity tools and project management platforms, with the ability to leverage technology to enhance marketing workflows while maintaining quality, accuracy, and brand standards.
- Demonstrated ability to identify emerging digital marketing trends and translate them into innovative, results-oriented strategies.
- Individuals with service in the military, especially the U.S. Air Force, will be given strong consideration.

COMPENSATION AND BENEFITS

The salary range for this position is \$65,000-\$70,000. The Association & Foundation offers a competitive benefits package for full-time employees including but not limited to:

- Medical/Dental/Vision
- 401(k) – up to a 6% match
- Generous Paid Time Off (PTO) policy
- 12 Holidays
- Employer Paid Life Insurance
- Free tickets to Air Force Basketball, Hockey etc.
- Gym access

At the Association & Foundation, collaboration and teamwork are critical to our success. For this reason, we value our time working side by side in the office. We also know that the flexibility to work remotely from time to time can provide a healthy balance throughout the week. Our goal is to create a flexible, supportive work environment that fosters employee well-being and productivity.

Employees are expected to work from the office location Monday through Thursday and have the option to work remotely on Fridays.

SUBMISSION INSTRUCTIONS

Applicants must submit a cover letter, resume and portfolio (or representative work samples) to receive

full consideration. Applications can be submitted via https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=7193278. The position will remain open until filled.