

Novel Effect is an ed-tech start-up on a mission to revolutionize storytime by empowering educators, parents, and kids to connect and engage with each other through reading. Our award-winning app follows your voice, adding music, sound effects, and character voices as you read aloud from your favorite children's books. We're a remote-first, cross-functional team of educators, musicians, librarians, entrepreneurs, and creatives that believes every child is full of potential and that more well-read children in the world will create a better future for us all. Learn more about us at www.noveleffect.com.

Position Overview

We're looking for a Content Marketing Manager with a can-do attitude and a passion for our product. This position is responsible for creating and marketing content that generates interest in Novel Effect. In this role, you'll be an integral part of the marketing team, while collaborating closely across the organization. The ideal candidate brings a strong eye for design, an ability to write compelling copy, and knowledge of digital marketing best practices.

We value creativity, communication, collaboration, and an eagerness to learn. Experience in teaching, working in an elementary school environment, or knowledge about early childhood education is a bonus!

Required Qualifications

- A passion for Novel Effect and early childhood literacy
- Bachelor's degree in Education, Marketing, Communications, or a related field
- 3+ years of experience managing digital marketing initiatives (web, social, email) and general knowledge of best practices and current trends
- A keen eye for design, as well as the ability to bring ideas to life using Canva or Adobe CC
- Strong writing skills and the ability to edit for others
- Knowledge of how to create video for engaging storytelling and efficient use of editing software
- Organizational skills and ability to manage multiple priorities in a fast-paced environment
- Samples of your work (online portfolio, social media accounts, etc)

Preferred Qualifications

- Experience working in a school, for an educational program, or at an ed-tech company
- Knowledge of Wordpress and email marketing platforms
- Hands-on experience with SEO and Google Analytics or other reporting tools
- Interest in leveraging AI to automate everyday tasks and create efficiencies where possible
- Knowledge of Novel Effect and understanding of how it improves read-aloud engagement

Essential Duties and Responsibilities

- Create and deliver high-quality visual and written content for use on web, email, social, & in-app
- Work collaboratively to conceptualize, create, execute, and analyze social media campaigns
- Contribute to the development of seasonal campaign planning and execution
- Assist in campaign reporting and make recommendations for improvement
- Stay on top of trends and market demands to offer the best creative solutions
- Receptive to feedback and a commitment to continual improvement
- Willingness to jump in and help where needed



Benefits and Compensation

Novel Effect offers competitive salaries, stock options, 401K, healthcare benefits, flexible vacation and working hours. This position has an expected salary range of \$50,000 - \$70,000, depending on experience and qualifications.

To apply

Please visit <https://noveffect.com/careers> to upload your resume, cover letter, and samples of your work.