



Growth & Marketing Lead

May 2026

Position: Growth & Marketing Lead

Status: Full-Time

Location: Washington, DC or remote (US-based)

Start date: Immediately or as soon as the hiring process allows

Reports to: Chief of Staff

Org Description: Launching in 2026, The National Fund for Women (NFW) is seeking a Growth & Marketing Lead to help build and scale the organization's growth engine during a pivotal phase of national expansion. Inspired by the AARP model, The National Fund for Women (NFW) is a membership-supported organization that provides both immediate relief to American women while building infrastructure to champion their interests for decades to come. In the short-term, we're building a space to celebrate, listen, and uplift American women through microgrants, coupons, perks, resources and more. In the long-term and with scale, the NFW will grow to directly support tens of millions of American women and generate billions of dollars to support gender advocacy work.

Position Summary: The National Fund for Women (NFW) is entering a major growth phase focused on member acquisition, brand expansion, audience growth, strategic partnerships, and platform visibility. We're looking for a Growth & Marketing Lead to help build and operationalize the next phase of NFW's growth. This is a hands-on marketing leadership role designed for an early-stage, high-growth organization. We are seeking a highly strategic and execution-oriented marketer who can own and drive NFW's day-to-day marketing function while helping build the long-term growth engine behind the brand. This is not a traditional communications role or passive vendor-management position. We're looking for someone who understands how modern brands grow through storytelling, social media, partnerships, campaigns, community engagement, and audience acquisition.

The Growth & Marketing Lead will serve as the internal owner of marketing execution, campaign coordination, social and content strategy, brand consistency, audience growth, and marketing operations across the organization. This role will oversee external marketing contractors, agencies, and creative partners while directly leading campaign development, content planning, launch coordination, and growth initiatives. Working closely with the Chief of Staff, this person will help build scalable systems, reduce operational bottlenecks, and ensure NFW's marketing efforts are cohesive, strategic, and growth-oriented. The ideal candidate is deeply marketing-minded, creatively strong, operationally excellent, digitally fluent, and excited to help build something ambitious from the ground up.

Key Responsibilities include but are not limited to:

Marketing Strategy & Campaigns

- Lead and coordinate NFW's overall marketing efforts across campaigns, launches, partnerships, activations, and member growth initiatives
- Help shape marketing strategy tied to acquisition, engagement, retention, and brand growth
- Translate organizational priorities into cohesive marketing plans and campaigns
- Ensure strong messaging consistency across all marketing channels and touchpoints

Content, Social & Brand Growth

- Own and manage NFW's content and social marketing ecosystem
- Build and oversee content calendars, campaign schedules, and storytelling initiatives
- Help evolve and protect the NFW brand voice, tone, and visual consistency
- Coordinate creative production across social, digital, partnerships, and member-facing channels
- Identify opportunities for audience growth, community engagement, and brand amplification

Growth & Member Acquisition

- Support and help drive NFW's membership acquisition strategy
- Collaborate on growth experiments, funnel optimization, and audience development initiatives
- Monitor campaign and channel performance and identify areas for improvement
- Work closely with partnerships and leadership to maximize acquisition opportunities across campaigns and collaborations

Marketing Operations & Execution

- Build and manage scalable marketing workflows, systems, timelines, and processes
- Coordinate launches and cross-functional marketing initiatives across teams and vendors
- Keep campaigns and deliverables moving quickly and efficiently
- Create structure and accountability across a fast-moving marketing environment

Contractor & Agency Management

- Manage relationships with marketing contractors, freelancers, agencies, and creative vendors
- Write briefs, provide creative direction and feedback, track deliverables, and ensure high-quality execution
- Help determine where contractor support is most effective versus where future in-house capacity may be needed

Cross-Functional Collaboration

- Partner closely with the Chief of Staff on organizational growth priorities and strategic execution
- Collaborate with partnerships, operations, programs, and leadership to ensure marketing supports broader organizational goals

- Help connect campaigns, storytelling, partnerships, and member experience into a cohesive growth engine

Who You Are - Commitment + Attributes:

You may be a fit for this role if you are both a strategic thinker and highly execution-oriented operator who thrives in fast-moving, mission-driven environments. Ideal candidates will bring:

- 6–10+ years of experience in growth marketing, brand marketing, digital marketing, social media, integrated campaigns, community growth, or related fields
- Experience working in startups, high-growth organizations, creator/community brands, social impact organizations, or mission-driven companies
- Strong instincts around storytelling, audience growth, digital engagement, and brand-building
- Experience developing and executing marketing campaigns across multiple channels and audiences
- The ability to translate ideas, campaigns, and organizational priorities into compelling narratives that drive engagement and action
- Experience managing external vendors, agencies, contractors, and creative workflows effectively
- Strong project management and organizational skills, with the ability to manage multiple campaigns, timelines, and stakeholders simultaneously
- Comfort operating in ambiguity and building systems, workflows, and structure from the ground up
- The ability to think strategically while executing tactically and moving quickly
- Experience collaborating across teams and balancing competing priorities in entrepreneurial environments
- Excellent communication, relationship management, and cross-functional collaboration skills
- Strong judgment, discretion, professionalism, and emotional intelligence
- A creative, solutions-oriented mindset with a roll-up-your-sleeves attitude
- Qualities of maturity, humility, adaptability, warmth, and good humor
- The ability to work independently while also serving as a highly collaborative team player
- Comfort navigating the complexity and contradictions that often arise in human-centered, mission-driven work operating within a sustainable financial framework
- Awareness of current culture and digital trends as they relate to the evolving, multi-faceted nature of women's issues
- A deep commitment to women's economic empowerment, equity, dignity, and the mission of the National Fund for Women
- Bonus experience: Membership or community-based business models, Consumer growth marketing, Lifecycle or email marketing, Paid media coordination, Influencer or partnership campaigns, Creative direction or visual storytelling, Analytics, reporting, or growth measurement, Event or activation marketing, Managing agencies or creative contractors

Perks of working for the National Fund for Women:

- Competitive salary commensurate with experience — The salary range for this position is \$90,000–\$120,000
- Comprehensive health, dental, and vision benefits
- A 401(k) with a 3% match
- Generous and flexible PTO, 11 paid holidays, and a flexible work-from-home policy (ie. hybrid work flexibility)

To Apply: Send your resume and a brief cover letter to michelle@nationalfundforwomen.org with ‘Growth & Marketing Lead’ as the subject line.

ooo

The National Fund for Women is an equal employment opportunity employer and does not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, disability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law. The National Fund for Women hires and promotes individuals on the basis of their qualifications for the job to be filled. We strongly encourage diverse applicants to apply.