



Marketing Manager

Reports to: Executive Director

Status: Full-time, exempt

Start date: ASAP

Location: Remote (California-based preferred)

Compensation: \$90k - \$120k

About CALIE

For more than 45 years, CALIE (the California Association for Leading Innovation in Education—formerly CUE) has helped educators harness the power of technology to improve teaching and learning. Today, we’re building on that legacy with a broader vision: equipping educators and education leaders to lead innovation across every level of the system, where technology is not the goal, but a powerful tool for creating meaningful learning experiences. As CALIE continues to grow and evolve, we’re expanding our team and seeking purpose-driven, forward-thinking candidates who are energized by meaningful work and excited to help shape what’s next. If you’re collaborative, adaptable, and inspired by the opportunity to make a lasting impact on educators and the students they serve, we’d love to hear from you.

Position Summary

In the fall of 2025, CALIE rebranded from CUE. The Marketing Manager works closely with the Executive Director and the leadership team to carry out CALIE's marketing, communications, and engagement strategy. The role executes campaigns, maintains our digital platforms, promotes our programs and the annual Spring Forward conference, and directs external consultants and agencies. A central focus is sustaining post-launch momentum: keeping the new brand consistent, growing reach, and supporting the programs that drive membership and revenue.

This is a role for someone who has ideas for growing an audience and making every touchpoint with CALIE feel sharper and more engaging. This is a hands-on role on a small team, so the right person is comfortable owning the work and partnering across the organization.

Key Responsibilities

Brand and Content

- Steer the CALIE brand, applying the brand identity consistently across digital, print, and event communications.
- Keep brand voice, visuals, and messaging consistent across all materials and platforms.
- Draft clear, audience-appropriate content for email campaigns, social media, blog posts, website updates, and press materials.

- Bring fresh, creative ideas to how CALIE shows in the education ecosystem

Post-Launch Momentum and Campaigns

- Execute marketing and communications campaigns that build on the rebrand and grow CALIE's visibility, membership, and program participation.
- Plan content calendars, engagement strategies, and campaign timelines with a cross-functional team.
- Spot opportunities to grow reach and engagement, and bring them forward without waiting for direction.

Program Marketing

- Promote CALIE's programs, including CALIE Certified Educator, the AI Leadership Academy, CALIE Schools and Districts of Innovation, and membership.
- Partner with the programs team to market new and growing offerings and drive enrollment.
- Build content that shows program value to educators and to school and district leaders.

Digital Marketing

- Maintain and update the CALIE website so content stays current, engaging, accessible and aligned with best practices.
- Support audience targeting and user journeys across digital channels.

Vendor and Consultant Coordination

- Direct external branding, design, and marketing consultants and agencies, with clear scope and deliverables, to execute campaigns and creative work. You have this support behind you.
- Keep quality and consistency across all externally developed assets.

Event and Membership Marketing

- Partner with the Events Manager to plan and run promotions for Spring Forward, CALIE's annual conference, and other events.
- Create digital and print materials that support registration, sponsorship visibility, and the on-site experience.
- Coordinate with external event partners to build co-marketing strategies and mutual visibility.

Qualifications

Required

- 3 to 5 years of marketing or communications experience, preferably in a nonprofit or mission-driven setting.
- Demonstrated experience developing content across platforms, including email, web, and social.
- Familiarity with website content management, preferably WordPress, and with email marketing platforms.
- Working knowledge of SEO best practices and digital engagement metrics.
- Excellent writing and editing skills with strong attention to detail.
- A self-starter who brings ideas, builds processes where they are missing, and is comfortable working with internal teams and external partners.

- Experienced with Informz, Cvent, any Association Management/CRM software, Google Workspace, WordPress, and Monday.com project management.

Preferred

- Experience with branding or rebranding initiatives.
- Familiarity with the education or education technology sectors.
- Association sector experience

How to Apply

Interested candidates are invited to apply via our [Indeed](#) post.

Applications will be reviewed on a rolling basis until the position is filled. Only candidates selected for next steps will be contacted.

We appreciate your interest and look forward to learning more about you!