



Job Description: Implementation Manager, Enrollment

Location: Flexible | **Target Start Date:** Immediate Opening

Matterlab exists to transform life outcomes for children and families across America. We are a team of educators, school leaders, and communications experts who came together out of a shared passion for helping nonprofits and school systems achieve greater equity impact.

Overview

Matterlab Enrollment partners with schools to leverage digital advertising for student recruitment. We are looking for an **Implementation Manager** to oversee the launch of new digital ad campaigns. After a school signs an agreement with Matterlab Enrollment, we immediately move into setup and implementation for that school's campaign. The process takes anywhere from two days to two weeks. The Implementation Manager will oversee all aspects of this process, from meeting with and coaching the school partner on setup steps to customizing content and managing platform setup on Matterlab's end. The role requires agility with a variety of software platforms, personability, precision, urgency, and both the confidence and ability to figure things out independently. After successful launch of a new campaign, the Implementation Manager will transition the relationship with the school partner to the Director of Partnerships for ongoing management. The Implementation Manager will begin by reporting directly to the President and will also work directly with the Director of Partnerships.

Who We Are

Matterlab was founded in 2017 and is based in Austin, Texas. We work exclusively with social impact organizations within the education sector (nonprofits, foundations, school districts, and others) and serve clients nationwide through strategic planning, marketing and communications support, and digital marketing campaigns to drive school enrollment. The Matterlab team and client list have more than doubled each year since founding.

Who You Are

Friends and family would identify you as deeply driven. You are motivated to make an impact in the world. You are meticulous, efficient, goal-oriented, and eager to roll up your sleeves. You've never been known to say you are waiting on something from someone else; you always feel like the ball is in your court, no matter what, and find ways to move work forward. You get excited by ambitious goals and you can approach your work both linearly and creatively. You are excellent at forming and maintaining strong relationships with various stakeholders. You know when to execute against a request and when to push back. You do not require close supervision in order to be successful, but you are eager for feedback and effective at giving feedback to others. You are restless for growth. You are even-keeled and generally flexible. You love figuring things out and feel successful when you do.

What You've Done

- Completed at least two years of professional experience
- Built high-quality relationships with team members and individuals *outside* of your own team or organization, whether vendors, partners, and/or clients
- Worked with Facebook Ads Manager, Facebook Business Manager, and CRM tools



What You've Demonstrated

- Genuine interest in the social sector, preferably education or education-adjacent, and passion for serving the community
- Ability to work well and quickly within a variety of software platforms, even those that are new to you
- Precision in how you set up multi-step processes in multiple interconnected software systems
- Ability to explain new and/or technical concepts to people who are unfamiliar with it
- Meticulous attention to detail
- Humility, curiosity, and superb listening skills for successful relationship-building and problem-solving
- Ability to prioritize effectively while managing multiple relationships and short timeframes (campaign launches are executed ranges from two days to two weeks, so the *maximum* time frame during which you will engage with a given school partner in order to tackle numerous required components of setup is two weeks)
- A high level of preparedness - ready to go anytime, for any call or meeting; 'can't be caught off guard'
- Self-motivation, the ability to work well with very little oversight or reminders, and the confidence to speak up to ask questions and advocate for yourself and your priorities as needed

What You'll Do at Matterlab

As the Implementation Manager for Matterlab Enrollment, you will manage the setup and launch process for new digital ad campaigns. A typical month will include 10 new launches. You will be responsible for the following buckets:

- **Campaign Launches**
 - Systems/platform management for all new campaigns
 - Lead Implementation Meetings with new partners
 - Seamlessly transition new partners to Partner Success team
- **Campaign Technical Success**
 - Iterate on campaign technical components to maximize success (landing page design and functionality, etc.)
 - Troubleshoot with partners
 - Work with team members to analyze specific campaign data, identify root causes for problem areas, and make recommendations based on area of expertise
- **Technical Roadmap Management**
 - As we grow our suite of services to school partners, you will oversee strategy and execution for effective use of off-the-shelf technologies to support our product roadmap
- **Special Projects**
 - As a self-made technical and operations expert on the team, you will be looked to often for research, recommendations, and other responsibilities as-needed, as we grow rapidly



Working at Matterlab

- A college degree is not required.
- Location for this position is flexible. Team members are currently located in: Austin, Dallas, NYC, & Orlando.
- Compensation for this position is a combination of base salary, commission, and teamwide bonus. The annual base salary is \$40,000, and the commission structure is \$500 for every *launched* campaign, with a target of 10 new campaigns per month. Therefore, on-target earnings total \$80,000. Additionally, if the team meets specific teamwide goals, each team member receives an end of year bonus.
- Unlimited vacation policy (with requirement that you take at least 2 weeks of paid vacation)
- Employee health, dental, and vision benefits available
- 401k with matching contribution up to 2%
- Company-wide volunteer days twice per year
- Paid 4-week sabbatical after 5 years of service
- [For those in Austin, Texas] Matterlab's studio is conveniently located in the heart of South Congress

Application Process

Interested individuals should [apply here](#). Applications are being reviewed on a rolling basis with the intent to fill the position as soon as possible. The Matterlab team carefully reads the open response questions on the application, so we encourage you to take your time to prepare a thoughtful response.

Matterlab is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, disability status, or other characteristic protected by law. We value diversity and are committed to ensuring an inclusive environment for all Matterlab employees.

More About Matterlab

Matterlab exists to amplify the impact of organizations transforming life outcomes for children and families.

We cultivate long-term, close partnerships with clients. As a seamless extension of our clients' own teams, we work collaboratively and bring a full range of services to the table, including business strategy, creative development, digital marketing, messaging platforms, communications execution, and thought leadership support.

Our small-but-mighty team operates in an energetic startup culture focused on achieving scalable and sustainable results. Together with our clients, we impact more than 10 million children nationwide.

Across our country today, more than 15 million children—21% of all children—are living in poverty, and only 10% of low-income children graduate from high school ready to succeed in college. We work in partnership with organizations and communities to change this unacceptable reality.

Our Core Values

MAKE IT MATTER.

We focus on what is most important—making a sustainable impact on life outcomes for children and families.

DIG DEEP.

We get close to the people closest to the work in order to understand problems and opportunities.

EXPERIMENT.

We enjoy getting unstuck and seizing the opportunities in ambiguity.

START A CONVERSATION.

We know nothing is more powerful than communication and collaboration.

GO FORWARD, ABOVE, AND BEYOND.

We are hardwired to go the extra mile for each other and our clients.

SEEK SIMPLICITY.

We find simplicity on the far side of complexity by asking bigger and better questions.