Home Science Tools is a successful, agile, growth-oriented online retailer of educational science products. Our mission is to inspire learning so that students grow and impact their world. Over the next five years, we expect our educational science products to positively impact over three million K-12 students in home, public, charter, and private schools, shaping a better world through them! We passionately pursue our mission while living out our core values of family, faith, wonder, growth and stewardship. Visit the company website, www.homesciencetools.com, for more information.

The Marketing function builds the Home Science Tools brand, creates demand, improves conversion, strengthens customer relationships, supports institutional growth, and turns approved Growth Pathways into coordinated customer-facing messages, content, campaigns, and experiences. Marketing works closely with Product, Sales, Customer Care, Operations, and Finance through the Growth System to produce measurable and profitable growth.

Growth & Campaigns Manager

REPORTS TO: Director of Marketing
DIRECT REPORTS: Marketing Content Manager and Marketing Project Manager

PURPOSE
The Growth & Campaigns Manager turns approved Product & Pathway Briefs into coordinated, measurable customer-acquisition campaigns. This position develops Messaging Guides and Pathway Campaign Briefs, leads integrated campaign strategy, manages key agencies and budgets, and coordinates functional contributions to produce revenue, customer growth, reusable assets, and meaningful learning. The role combines strategic leadership with hands-on development of briefs, analysis, decisions, and resolution of important execution gaps.

PRIMARY ACCOUNTABILITIES
- Campaign Strategy & Performance
- Messaging & Campaign Briefs
- Customer Acquisition
- Agency & Budget Management
- Team Leadership
- Cross-Functional Alignment

PRIMARY RESPONSIBILITIES
Campaign Strategy & Performance
- Develop integrated campaign strategies for approved Growth Pathways and other assigned Company priorities.
- Define campaign audiences, objectives, offers, channel roles, proof requirements, measures, and testing plans.
- Maintain the B2C campaign calendar and recommend campaign priorities, timing, sequencing, and resource requirements.
- Develop campaign revenue, customer-acquisition, expense, and contribution expectations before launch.
- Lead campaign kickoff, execution oversight, performance review, optimization, and post-campaign learning.

- Maintain campaign forecasts and recommend investment or execution changes based on actual performance.
- Ensure campaign plans reflect inventory, operational capacity, pricing, margin, and other business constraints.
- Ensure campaigns create reusable content, proof, customer insight, and conversion assets.

Messaging & Campaign Briefs

- Develop and maintain Messaging Guides using approved Pathway Guides.
- Develop Pathway Campaign Briefs that define campaign objectives, audience, message hierarchy, offer, proof, channels, measures, and execution requirements.
- Work with Product to validate product facts, claims, customer fit, and pathway logic.
- Work with the Marketing Content Manager to translate approved messaging into effective content and copy.
- Ensure Messaging Guides and Pathway Campaign Briefs are clear enough for internal teams and outside partners to execute consistently.
- Maintain version control and clear approval status for Messaging Guides and Pathway Campaign Briefs.
- Route major messaging, positioning, and creative concepts to the Director of Marketing for approval.
- Return significant customer questions, objections, proof, and campaign learning to Product for Pathway Guide updates.

Customer Acquisition

- Lead B2C and ESA customer-acquisition strategy across approved channels and Growth Pathways.
- Develop campaign approaches for Science Unlocked, seasonal opportunities, validated ESA audiences, and other assigned priorities.
- Coordinate paid media, organic growth, social, email, lifecycle, ecommerce, creative, and promotional contributions.
- Develop campaign offers and acquisition approaches within approved pricing and margin guardrails.
- Work with the Customer Experience & Lifecycle Manager and eCommerce & Digital Platforms Manager to improve campaign journeys, conversion paths, and customer experiences.
- Coordinate with the Institutional Marketing Manager when campaigns, messages, or assets are shared across consumer and institutional audiences.
- Use customer, channel, and campaign data to improve acquisition effectiveness.

Agency & Budget Management

- Manage JEM Marketing, 1Digital, Let’s Canoe, and other assigned campaign partners.
- Establish clear scopes, briefs, measures, timelines, budgets, and performance expectations.
- Review agency plans, recommendations, reports, work quality, costs, and delivered value.
- Coordinate editorial SEO priorities with the Marketing Content Manager and technical SEO priorities with the eCommerce & Digital Platforms Manager.
- Approve routine agency work within established strategy, budget, brand standards, and decision authority.
- Recommend changes in agency scope, campaign spending, or channel investment based on performance.

- Ensure outside partners supplement internal capabilities without assuming HST's strategic accountability.

Team Leadership

- Lead, coach, develop, and hold accountable the Marketing Content Manager and Marketing Projects Manager.
- Establish clear priorities, performance expectations, scorecards, workload plans, and development goals.
- Complete performance reviews and provide regular feedback and coaching.
- Participate in hiring and onboarding employees who report to the position.
- Ensure campaign strategy, content, project coordination, and tactical execution work together effectively.
- Delegate work at the appropriate level and avoid becoming the tactical owner of every campaign deliverable.
- Foster collaboration, accountability, learning, and close-the-loop execution.

Cross-Functional Alignment

- Coordinate campaign requirements with the Customer Experience & Lifecycle Manager, eCommerce & Digital Platforms Manager, Institutional Marketing Manager, Product, Purchasing, Sales, Customer Care, Operations, and Finance.
- Provide Product and Purchasing with campaign timing, offer, and demand assumptions.
- Provide the Marketing Project Manager with complete strategy, requirements, decisions, and approvals needed to build and manage execution plans.
- Provide the Senior Digital Marketing Specialist with approved requirements, assets, and functional direction for assigned campaign work.
- Coordinate shared Growth Pathway campaigns with the Institutional Marketing Manager.
- Escalate unresolved priority, resource, ownership, or decision issues to the Director of Marketing.

SECONDARY RESPONSIBILITIES

- Maintain campaign documentation, decision records, briefs, forecasts, and post-audit learning.
- Participate in Marketing planning, scorecard, budget, and Growth System meetings.
- Stay current on customer acquisition, digital channels, advertising, SEO, campaign technology, and relevant market practices.
- Support annual Marketing planning and budgeting.
- Perform other related responsibilities consistent with the position.

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, business, communications, or a related field; equivalent relevant experience may be considered.
- Seven or more years of progressively responsible Marketing experience.
- At least three years leading integrated, multi-channel customer-acquisition campaigns.
- At least two years of employee supervision or equivalent formal team-leadership experience.
- Demonstrated B2C ecommerce or product-based business experience.
- Demonstrated responsibility for revenue, customer acquisition, conversion, Marketing efficiency, or comparable commercial outcomes.
- Experience preparing campaign forecasts, managing budgets and agencies, and evaluating financial results.

- Experience developing campaign briefs, message frameworks, offers, and integrated channel plans.
- Strong understanding of paid media, organic growth, content, email, social, ecommerce, and conversion.
- Strong analytical ability and experience using campaign and financial data to make decisions.
- Excellent writing, briefing, facilitation, communication, and cross-functional leadership skills.
- Ability to balance strategic leadership with hands-on problem-solving in a growing organization.
- Alignment with HST's purpose, mission, core values, and leadership expectations.

PHYSICAL DEMANDS & WORKING CONDITIONS

- This position works primarily in a professional office or approved remote or hybrid environment and routinely uses computers, phones, video-conferencing tools, and other standard office equipment.
- Prolonged periods of sitting at a desk and working on a computer are required.
- The role requires frequent communication, meeting leadership, presentations, employee coaching, and coordination with internal teams, agencies, and vendors.
- The employee must be able to manage multiple priorities, deadlines, changing business needs, and occasional conflict professionally and respectfully.
- Occasional standing, walking, reaching, and lifting or carrying Marketing, event, or office materials weighing up to 20 pounds may be required.
- Occasional travel, Company events, or work outside normal business hours may be required.

COMPENSATION & BENEFITS

- Competitive wage based on experience.
- Opportunity for company performance bonus.
- Paid time off includes PTO and nine holidays.
- Generous medical, dental, short-term disability, long-term disability, and life insurance.
- Employee Stock Ownership and 401(K) plans with generous company contributions.

Location: Billings, Montana, preferred; remote work may be considered.
Travel Required: Less than 10%
Job Type: Full Time
Classification: Exempt
Career Level: Senior Functional Manager with staff

Send resume and cover letter to Anna Murnion, anna@homesciencetools.com.