



Senior Marketing Manager

Job Description

Brownstone Surrogacy is an independently-owned boutique surrogacy agency with something rare in this industry: co-directors who have lived both sides of the journey themselves. Our Founder is a father of two through surrogacy (and an attorney) and his Co-Director is a three-time gestational surrogate. We specialize in personalized and ethical surrogacy journeys. Brownstone is small and only in its fifth year, but our strong reputation among surrogates, intended parents, and the broader Assisted Reproductive Technology (ART) community reflects the care we put into every journey. This role is part of how we continue to grow that trust.

Surrogacy isn't a quick decision. The people we're trying to reach will research, weigh, and imagine becoming surrogates for months, sometimes years, before they ever reach out to us. When they do, it's because something we created made them feel seen, informed, and safe. Our primary goal is attracting potential surrogates, but we also create content that supports and informs intended parents. This role sits at the intersection of storytelling, education, digital strategy, and community, and it requires someone who understands that trust and credibility is the vehicle to get there.

We're looking for a full-time Senior Marketing Manager. We value highly motivated candidates with previous surrogacy experience, although we welcome applicants from diverse backgrounds, and prior surrogacy experience is not a requirement for consideration. While we are based in NYC, we have a distributed team and encourage applicants from anywhere in the U.S.

Job Summary

The Senior Marketing Manager is a key member of Brownstone Surrogacy's small, collaborative team, responsible for executing marketing initiatives that attract and engage surrogates, intended parents, and potential partners. You'll join a mission-driven team and play a pivotal role in elevating Brownstone's presence through thoughtful storytelling, partnerships, and strategic events. The ideal candidate will have a strong background in digital marketing, content creation, and brand management, with a passion for helping others and a keen understanding of surrogacy. This role reports to the Head of Surrogate Engagement and works closely with Brownstone's Co-Directors to bring marketing strategy to life across channels.



Role Details

Job Type: Full-Time.

Location: Remote

Compensation: \$80,000 - \$110,000 depending on experience and skills. We offer medical, dental, and vision benefits, paid time off, 401(k) matching, and options for short-term or long-term disability insurance. Flexible work schedule.

Target Start Date: September 9, 2026. We're reviewing applications on a rolling basis.

Primary Responsibilities

Develop and Execute Marketing Strategy

- Own and drive Brownstone's marketing strategy in close collaboration with the Head of Surrogate Engagement and Co-Directors, developing initiatives that grow brand awareness, generate leads, and strengthen community engagement.
- Proactively bring new ideas, emerging platforms, and creative opportunities to the team. This is a role for someone invested in Brownstone's growth, not just executing a to-do list.
- Have a strong understanding of the nuances of each social media platform and adapt content messaging across multiple accounts.
- Regularly audit, optimize, and improve website experience for timeliness, accuracy, and ease of use.
- Create and manage marketing assets for clinic partnerships, brand partnerships, PR opportunities, and email initiatives

Social Media Management and Content Creation

- Own and maintain the content calendar, ensuring consistent and timely execution of recurring deliverables across social, blog, and email.
- Craft, proofread, fact-check, and edit engaging digital marketing content
- Manage daily digital content operations and adjust to shifting priorities as needed
- Develop performance strategies for social following growth and platform engagement; be able to pivot or adjust strategies based on shifts in engagement performance.
- Monitor social media engagements, direct messages, follower questions and comments; be adept at responding to follower comments in brand voice.
- Own and manage Brownstone's social media presence across Instagram, Facebook, YouTube, LinkedIn, TikTok, and Reddit, developing platform-appropriate content and engagement strategies that build community and brand recognition.



- Create compelling and empathetic content across formats — video, graphics, infographics, and written — for social media, the website, blog, and email, collaborating with external vendors and contractors as needed.
- Track, analyze and report on the content and campaign performance using data to inform and adjust strategy on an ongoing basis.

Community Engagement & Email Marketing

- Develop and execute creative concepts that grow and support Brownstone's surrogate and intended parent communities, including online community presence, in collaboration with the Head of Surrogate Engagement.
- Develop and manage email marketing initiatives, including newsletters, nurture sequences, and audience segmentation, in collaboration with the Head of Surrogate engagement.
- Identify and manage Brownstone's presence at events, conferences, and partnership opportunities in the surrogacy and reproductive health space, from asset creation and logistics to on-site support.
- Develop social media strategy and toolkits for brand experience events.

Secondary Responsibilities

SEO/AEO/GEO and Website Content

In close collaboration with the Head of Surrogate Engagement

- Stay current on SEO, AEO, and GEO trends and best practices, and can apply that knowledge to content strategy and performance measurement.
- Write new blog posts and landing page content, and update or expand existing pages, applying SEO/AEO/GEO best practices to improve organic search performance and answer visibility.

Paid Marketing Management

In close collaboration with the Head of Surrogate Engagement

- Support digital marketing campaigns across various channels in concert with external vendors and contractors as needed.
- Develop and implement additional lead generation strategies and nurturing campaigns across paid and organic channels, with a focus on measurable outcomes.



Required Traits and Skills

- **Digital marketing and platform fluency.** 5+ years cumulative experience in a content strategy or social media management role.
 - Demonstrated experience managing a brand's social media presence end-to-end, across platforms including Instagram, Facebook, TikTok, YouTube, and LinkedIn. Proficiency in Meta Business Suites and Google Analytics is required.
 - Ability to speak concretely to the results of their work. We are looking for someone who measures impact, not just activity. Candidates should be prepared to share a portfolio and speak to specific outcomes (e.g., audience growth, engagement rates, lead generation, cost per lead).
- **Video fluency.** Can produce short-form video content independently and direct shoots with contractors or collaborators. Experience with reels, testimonials, or educational video content is a strong plus. On-camera appearances are a plus, but not required.
- **Community & platform experience.** Experience with online community management, including platforms like Reddit, Facebook Groups, or similar. Comfort engaging authentically in mission-driven online spaces.
- **Self-starter with attention to detail, proactive communication, and ability to juggle multiple projects.** Highly organized, detail-oriented, and capable of owning and managing multiple projects simultaneously without in-person oversight.
- **Strong collaborative communicator.** Comfortable initiating and managing communication across a range of invested parties, both internal and external. Proactively surfaces project status, deadlines, and needs, while also being responsive and easy to coordinate with.
- **Creativity and a strategic mindset.** Brings both creative instinct and analytical thinking to their work. Can concept compelling content and evaluate its performance with equal confidence. Contributes ideas and a strategic perspective, not just execution.
- **Design and content tools.** Proficiency in Canva for day-to-day content creation. Familiarity with WordPress, Mailchimp (or comparable platform). Experience with Adobe Photoshop, Illustrator, or video editing software (e.g., CapCut, Adobe Premiere) is a strong plus.
- **Project management tools.** Experience using tools such as Monday, Asana, Trello, or similar.
- **Familiarity with website management and SEO/AEO/GEO strategies,** and comfort applying that lens to content decisions.
- **Excellent writing and editing.** Exceptional written communication skills: clear, compelling, empathetic across formats including social copy, long-form blog content, email, and internal communication. Strong attention to grammar and spelling is a must for this role, as is the ability to craft empathetic and engaging content.
- **Integrity.** Commitment to honesty, transparency, and high standards in all work.
- **Kindness and a collaborative spirit.** Maintains a positive, affirming attitude working with internal and external teams.



- **Adaptability & comfort with growth.** Comfortable working in a small, fast-moving organization where not everything is spelled out and priorities can shift. Brings structure and clarity to their own work without needing it handed to them. Open to occasional travel (3-4/annually) for conferences, events, and a team retreat.

Desired Traits and Skills

Nice to have, but not all required

- Personal or professional experience with surrogacy, fertility, or reproductive health, whether as a surrogate, intended parent, or through work in the ART industry.
- Experience working in a mission-driven, client-focused environment where the human stakes of the work are high.
- Comfort supporting or coordinating paid digital marketing campaigns in collaboration with the Head of Surrogate Engagement and external vendors. Experience running paid campaigns in-house (Meta Ads, Google Ads, influencer campaigns) without outside vendor support is a strong plus.
- Associate or Bachelor's Degree or equivalent professional experience.
- Experienced with asynchronous and remote work.

What Success Looks Like in 90 Days

1. The content calendar exists and is running. Social posts, blog content, and email are no longer ad hoc. There's a plan, it's being executed, and you own it.
2. Our social presence feels active, consistent, and on-brand. You've audited what's there, identified gaps, and started closing them.
3. You have a clear picture of where the blog pipeline stands and what's needed to move it forward. At least one post is in draft or published, and a rolling backlog of topics is in place.
4. You know our brand voice and can apply it independently. Content isn't going back and forth for tone corrections. You've internalized it.
5. You're largely fluent across our key platforms and tools without needing hand-holding.
6. You understand Brownstone's paid media strategy. You're not running campaigns on day one, but you know the plan, the platforms, and the measurement approach, and you're ready to execute or support execution.
7. You're familiar with our SEO/AEO/GEO priorities and how they connect to our website and content strategy.



About Us

At Brownstone Surrogacy, we are unwavering in our commitment to diversity, inclusion, and fair hiring practices. We welcome and embrace individuals from all walks of life, regardless of sex, gender, sexual orientation, religious background, race, or nationality. We believe that by respecting and valuing the unique qualities each person brings to our team, we cultivate a richer and more dynamic work culture.

We're a small, close-knit team that rolls up our sleeves together. Everyone steps in where needed, and we bring a lot of warmth and care to how we work, with each other and with the families we serve. We're also direct, hardworking, and genuinely invested in what we're building. We believe deeply in reproductive freedom and every person's right to build the family they envision. We're fully remote and spread across the country, but you won't feel like you're working alone. You'll have real autonomy here, and we trust our people to run with it. We believe in working hard and then actually logging off. We might be the friendliest team you've ever worked with, but we take the work seriously.

To Apply

To apply, please submit a resume, cover letter, and relevant work samples/portfolio to anna@brownstonesurrogacy.com by July 24, 2026. Tell us why you are inspired to contribute to our organization, and how your skills and aspirations align with our mission. We're eager to learn more about you!