



## **Marketing and Communications Manager**

### **Job Description**

#### **Position Overview**

The Freedom School Partners (FSP) Marketing and Communications Manager will lead marketing and communications efforts for FSP and provide administrative support for the development team. Primary responsibilities will consist of 60% marketing and communications, 30% development administrative support and 10% other duties and responsibilities as assigned.

#### **Primary Responsibilities**

##### ***Communications/Marketing***

- Create FSP marketing and communications plan to include FSP social media strategy
- Create and manage FSP communications calendar
- Maintain FSP style guide, and proof external publications prior to distribution
- Manage the marketing deployment process and adequately proofread all internal and external communications
- Manage production of, and periodic updates of, FSP printed and digital marketing collateral, including, but not limited to, videos, brochures, impact pieces, pledge forms, event signage, annual reports, etc.
- Create content for electronic newsletters (including supply drive communications) and social media presence and analyze and record associated metrics
- Create strategy for media engagement and create press releases, as appropriate
- Maintain content on FSP website, and create schedule to review and update, as appropriate
- Recruit, hire, train and supervise communication interns for summer communications support
- Manage relationships with contractors, including printers, graphic designers, photographers and video production
- Support the Program Team's marketing needs, including but not limited to updating recruitment marketing materials, managing the Amazon Smile supply drive list, ordering supplies (i.e. career fair collateral), summer t-shirt design and ordering
- Write speaking points for the CEO for large events, as needed
- Maintain and update email signatures for staff
- Track and maintain budget for marketing and communication expenses
- Maintain brand for Freedom School Partners and ensure brand alignment throughout organization

##### ***Development***

- Provide administrative support to the Director of Development as it relates to fundraising activities, donor cultivation, donor stewardship and donor solicitation
- Assist with planning and execution of development related events
- Manage communication and marketing for Development events, such as corporate sponsorship events, Scholar Society receptions, individual giving events, etc.
- Update and create communications and marketing strategy with Fall and Spring appeals in collaboration with the Development team
- Manage all online giving appeals to ensure consistency with FSP communications, including but not limited to, the Spring appeal, Fall appeal, Giving Tuesday appeal, and the end of year appeal

##### ***Additional Responsibilities***

- Participate in professional development to stay knowledgeable of relevant trends in communications and marketing
- Co-Chair Jubilee event with Enrichment Director
- Represent FSP at communications events, as requested
- Additional staff support, as needed, to benefit the organization and expand its mission

#### **Qualifications/Knowledge/Education**

- Bachelor's degree and a minimum of two years combination of communication/marketing and/or development related experience
- Strong written and verbal communication skills including copywriting, editing, and proofing



- Working knowledge of Microsoft applications (Word, Excel, PowerPoint)
- Working knowledge of social media platforms including Facebook, Twitter, Instagram, Snapchat and LinkedIn
- Experience with a Cloud-based platform, i.e SharePoint or OneDrive
- Professional demeanor and team player
- Highly motivated and willing to support organizational needs beyond primary responsibilities
- Commitment to CDF Freedom Schools®
- Valid ID and reliable transportation
- Satisfactory drug test and satisfactory background check for criminal and child protective findings

### **Accountability**

Shall be accountable to the Director of Development

### **Compensation, Status and Benefits**

- Competitive Salary (\$42,000-\$47,000)
- Full-Time (40 hrs./wk.; position may include occasional evenings and weekends)
- 10 vacation days earned after 90 days of successful employment (prorated to start of calendar year); additional days earned after 2 years of employment
- 9 paid holidays (defined annually) and 2 floating holidays
- 10 sick or personal leaves days per calendar year
- Individual health, life and AD&D insurance coverage through organization's policies, premiums paid in full
- Option to participate in dental and vision insurance (employee paid)
- Option to participate in flex benefit plans (FSA and DCA)
- Option to participate in SIMPLE IRA plan, in which FSP matches employee contributions up to 3%

### **About Freedom School Partners**

Freedom School Partners is a nonprofit organization with the mission to “promote the long-term success of children by preventing summer learning loss through igniting a passion for reading and inspiring a love of learning.”

### **Application Process**

Interested applicants should send resume, cover letter and one writing sample to [admin@freedom-schoolpartners.org](mailto:admin@freedom-schoolpartners.org) with Marketing and Communications Manager in the subject line. No phone calls please.

### **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

### **Equal Employment Opportunity**

FSP desires to have a workforce, which is diverse and inclusive. FSP offers equal employment and advancement opportunities to qualified individuals without regard to race, color, religion, creed, ancestry, national origin, sex, age, disability, marital or veteran status, sexual orientation, gender identity, political ideology or membership in any other legally protected class.