



Achievable Dream
ACADEMIES

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An Achievable Dream Job Description

JOB TITLE: MARKETING AND COMMUNICATIONS MANAGER
REPORTS TO: DIRECTOR OF PR, MARKETING & SPECIAL EVENTS
DATE: AUGUST 2020

JOB DESCRIPTION SUMMARY: (PURPOSE AND SCOPE)

Reporting to the Director of PR, Marketing & Special Events, the Marketing and Communications Manager will manage important aspects of AAD's marketing, communication, and event work with a specific focus on promotion, content creation, and event management. The Marketing and Communications Manager will be responsible for ensuring AAD touchpoints (including events, print and digital materials, online presence) are of the highest and most compelling quality to support AAD's brand-building and development work.

The Marketing and Communications Manager will create high-quality content through written communication pieces and graphic design elements, manage frontline aspects of AAD marketing and communications efforts, and support event logistic management for AAD's events, both virtual and in-person (including smaller events and large galas), to build our brand and attract more donor and community support.

A strong Marketing and Communications Manager is skilled in project management and logistics, promotion and marketing, development of high-quality and compelling content, and possesses strong attention to detail.

EXPECTATION FOR ALL EMPLOYEES:

Support the organization's mission and vision, and align with the core values: Belief, Equity, Whatever It Takes, Partnerships, Relationships, Continuous Improvement, Systematic Impact, and Organizational Integrity.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Execute Organization's Marketing and Communications Strategy

- Manage and maintain AAD's social media presence, to include management of annual content calendar and posting schedule, developing and implementing social media strategy, data and metrics analysis and quarterly metric reports, with an overall goal of increasing followers and engagement on all social media platforms.

- Manage and maintain AAD's website including regular audit and update of content, development of new content including blog posts and updates, and ensuring AAD's website represents the best of AAD to our target audience of donors, potential donors, partners, families, and the community.
- Create and manage production of all AAD publications and marketing content, including annual reports, informational packets and brochures, one-pagers, flyers, and other collateral, both print and digital, needed to support the organization's marketing and development efforts.
- Manage and maintain AAD's email database (currently Mailchimp) and collaborate with development department to ensure email database is regularly updated from donor database.
- Provide basic graphic design support for in-house projects (utilizing platforms such as Adobe Photoshop, InDesign, Canva, etc.).
- Provide basic videography support for in-house projects (utilizing platforms such as iMovie, Animoto, etc.)
- Coordinate and collaborate with graphic designers and print vendors on design and print projects.
- Coordinate and collaborate with videographers on video planning and production.
- Assist in drafting and distributing press releases.
- Manage print press clipping archive, media contact database, and develop and maintain digital press archive.
- Order, inventory and maintain all of AAD's promotional items.

Support Special Events

- Support planning and execution of AAD's special event logistics, both virtual and in-person events including event management details, event setup, registration, vendor coordination, etc.
- Support (and lead in some cases) special event promotion, outreach and tracking of event attendance.
- Assist with event follow up, including donor thank-you process, tracking event de-brief, post-event communication, etc.
- Support fundraising aspects of major events including silent auction, live auction, and sponsorships as needed.

Support Development Efforts

- Supports annual fund and other fundraising campaign outreach efforts through drafting of content for letters, social media campaigns, and emails in coordination with Director of Development and Director of PR, Marketing & Special Events.
- Support other content and presentation needs for development as needed including creating one-pagers, collateral development, presentations, etc.
- Support donor communication efforts such as writing and editing stories for online and print publications, donor reports and updates, and other outreach efforts.
- Support AAD's donor thank-you process as needed.

Qualifications:

- Minimum of 3-5 years' experience in communication, marketing, public relations or advertising, specifically in the realm of content creation/promotion and events management.
- Excellent project management and organizational skills with experience in managing and supervising projects.
- Excellent communication skills, both written and oral, with the ability to transform ideas and data reports into compelling content.
- Strong attention to accuracy and detail in project management, writing, and design.
- Ability to prioritize work, meet deadlines and produce quality results on time with attention to detail.
- Ability to work collaboratively with school staff and faculty.
- Ability to manage multiple projects independently and under varying deadlines time constraints.
- Ability to communicate proactively, maintain flexibility and independence, and work collaboratively within a team.

Education:

Position requires a bachelor's degree supplemented with 3-5 years of related experience.

GENERAL INFORMATION:

- The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.

LICENSES/CERTIFICATIONS:

- None required.

TECHNICAL SKILLS:

- Required computer skills a must in the following programs: Microsoft Word, Excel, Power Point, Adobe, Outlook, social networking websites and the ability to navigate the Internet. Basic graphic design and video editing skills. Familiarity with Wordpress web platform.

WORKING CONDITIONS:

- Work is normally performed in a typical interior/office work environment.

PHYSICAL EFFORT:

- Limited physical effort required. Occasionally event set up results in lifting 5 to 10 pounds.

ENVIRONMENTAL CONDITIONS:

- Very limited exposure to physical risk.

HOW TO APPLY:

Please visit www.achievabledream.org to apply. There you will find the application to submit to employment@achievabledream.org along with your resume, cover letter, and salary requirements. No phone calls, please.