



Director of Marketing & Communications

Supervisor: President

General Job Description: The Director of Marketing & Communications is a permanent, full-time position that leads and executes all WakeEd Partnership communications, including marketing materials, website, social media, and email. The director will develop marketing materials, digital and print, that consistently articulates the organization's mission, vision, and priorities, and will work closely with other staff members as the communications lead on a variety of strategic initiatives to help WakeEd reach its goals.

Primary Responsibilities:

- Champion consistent communication of WakeEd's brand and desired image throughout the organization and to all constituencies, both internal and external.
- Coordinate the appearance of all WakeEd print and electronic materials such as letterhead, presentation templates, use of logo, and brochures.
- Guide the design, development, and maintenance of the WakeEd website, social media channels, and email and e-news communications.
- Develop a robust marketing and communications strategy and implementation plan encompassing social media, email campaigns, traditional advertising, public relations, and more, based on research conducted to understand WakeEd's multiple constituencies and marketing trends, and regular evaluation of communication channel analytics.
- Plan, coordinate, and strategically manage both media and vendor in-kind advertising and promotional efforts including, but not limited to, print, television, radio, online, and community partner events. When specialized expertise is required in areas such as photography, videography and graphic design, coordinate with in-kind partners, contract partners, staff, volunteers, and interns to provide these services.
- Responding appropriately to media requests and coordinating interview requests.
- Develop short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence, and evaluate performance.

Qualifications and Skills

- Bachelor's Degree in marketing, communications, or public relations preferred.
- 3-5 years of experience in marketing and communications. Nonprofit/cause-related marketing experience is a plus.
- Working knowledge of social media platforms and best practices.

- Demonstrated excellence in both written and oral communication, including public speaking, copy editing, and writing for a variety of audiences.
- Proficiency in Microsoft Office and Google Applications, Adobe Creative Suite, WordPress, Mailchimp, and Google Analytics.
- Ability to simultaneously manage multiple projects in varying stages of development, meeting deadlines with minimal supervision.

Salary commensurate with experience. Flexible work environment including both office/remote options and hybrid. Full benefits include paid vacation and sick time, paid medical/dental/vision insurance and life/AD&D benefits for employee and simple IRA retirement plan with match contribution.

Interested applicants, please email cover letter, resume, and salary expectations to jobs@wakeed.org by November 30, 2022.

WakeEd Partnership is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.