



## **Communications and Marketing Manager – America Succeeds**

Location: Denver, Colorado

### **Background**

America Succeeds is a systems-change organization that harnesses the power and influence of the business community through policy, advocacy, our network of affiliates, and national initiatives to improve student outcomes and prepare learners for dreams and jobs. Our network includes affiliates in Arkansas, Colorado, Idaho, Kansas, Missouri, North Carolina, and Oklahoma with continuing expansion plans. We believe that *“great schools are good business.”*

This is challenging and rewarding work, and we are seeking to build our team with a dynamic candidate who shares our core values: 1) Work hard. Play hard. Change the world. 2) Be bold. 3) Act like an owner. 4) Be a great problem solver. 5) We mean business.

### **Roles & Responsibilities**

The **Communications and Marketing Manager is responsible for developing content and implementing strategies and tactics to support America Succeeds’ communications, branding, and program initiatives.** The successful candidate will report to the Chief Operating Officer and work closely with the rest of our small team and affiliate partners to elevate America Succeeds as the premier network for business-led advocacy in education.

### **The role includes, but is not limited to, the following responsibilities:**

- **Marketing Strategy:** Plan and execute communication campaigns utilizing an understanding of content marketing, social media best practices, and how strong, creative branding drives organizational success.
- **Branding & Graphic Design:** Design graphics for print and digital distribution; ensure a consistent and professional brand style, tone, and voice is communicated in all content, products, and platforms.
- **Content Creation:** Develop original content for a variety of additional platforms including email, blogs, and press releases using professional writing and editing skills with strong attention to detail.
- **Social Media Management:** Manage America Succeeds’ social media profiles; monitor partner and affiliate social media content. Manage the social media content calendar and thoughtfully contribute to stakeholder conversations.
- **Website Management:** Oversee the development and maintenance of America Succeeds’ websites; implement SEO research and tags; and, track website traffic analytics to inform future growth strategies.
- **Event Planning:** Support the planning and day-of implementation of event programming and network engagement opportunities for America Succeeds, affiliates, and strategic partners, as necessary, including signature events.

This position may require some occasional travel.

### **Qualifications**

We are seeking a rising, task-oriented doer with experience working independently and as part of a team who aligns well with our core values. The successful candidate will be able to manage multiple projects and quickly adjust priorities to meet client and stakeholder needs. The successful candidate will have an entrepreneurial approach to identifying and capitalizing on opportunities and seek practical solutions to problems with a curious, creative, and collaborative nature. To achieve this, candidates will have a minimum of 2 years of relevant experience, as well as some combination of the following:

- **Communications experience** – Demonstrates strong understanding of communications tools and strategies and a desire to deploy those skills to deliver messaging aligned with a mission; solid social media management skills; and excellent writing and editing skills
- **Solutions-oriented, problem-solving mindset** – Demonstrates strong critical-thinking ability, comfort working through problems with limited support, and an ability to engage multiple constituencies and craft solutions that ‘thread the needle’ when needed
- **Team player orientation** – Demonstrates a natural tendency to pitch in, build relationships, and view success as when the team gets things done
- **Initiative** – Works effectively as a self-starter capable of balancing multiple assignments in a fast-paced environment; motivated by the opportunity to improve upon current skill set and learn new skills when the opportunity arises
- **Enthusiasm for challenges** – Enjoys working hard and looking for challenges; able to act and react as necessary, even when limited information is available; and not afraid to make recommendations
- **Event-planning experience** – Possesses experience supporting and executing events for diverse audiences as part of a team

### **Technical Skills and Qualifications**

- Experience in Adobe Creative Suite (Photoshop, Illustrator, and Indesign)
- Experience with website CMS systems; Wordpress, HTML, and CSS preferred
- Experience with email marketing tools and automation; Mailchimp preferred
- Basic knowledge of analytics solutions; Google Analytics preferred
- Basic knowledge of CRM solutions; Salesforce preferred
- Google G Suite & Microsoft Office
- Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.
- Bachelor of Arts / Bachelor of Science

### **Compensation**

This is an outstanding opportunity for a highly motivated professional looking to build their skills and experience while making an impact with a fast-growing, highly respected organization. We are seeking an individual of outstanding quality with high growth potential. America Succeeds is prepared to offer an attractive compensation package,

including a generous commitment to a healthy work/life balance and health, retirement, and vacation benefits.

**To Apply**

To apply, please send resume, cover letter, and portfolio of work to [elerum@americasucceeds.org](mailto:elerum@americasucceeds.org). We review applications on a rolling basis – so it is advantageous to apply as soon as possible.

America Succeeds is committed to fostering and capitalizing on the diversity of our organization. We are an equal opportunity employer and seek individuals of all ethnic and racial backgrounds to apply to this position. If you would like to learn more about our mission, please visit our website at [www.americasucceeds.org](http://www.americasucceeds.org).