

## JOB ANNOUNCEMENT

**POSITION:** Director of Communications and Marketing  
**STATUS:** Full-time exempt  
**LOCATION:** New York City  
**START DATE:** Immediately

[Literacy Partners](#) strengthens families through a two-generation approach to education. With our free classes, community-based workshops, and educational media, low-income parents develop the literacy and language skills they need to succeed in today's world. Our research-based curriculum also incorporates child development and parenting support to help parents boost their children's early reading, school readiness, and social emotional growth.

We are looking for an exceptional individual who believes in our mission, is a high-performing communications specialist especially for brand promotion, marketing, and revenue-generating purposes, and has an excellent track record managing a team to achieve its goals.

Reporting to the Chief Operating Officer and working closely with the Chief Program Officer, the CEO and members of the Board of Directors, this position will oversee the Development & Communications Team and provide organizational leadership to promote our brand, expand our base of financial support, and grow our network of influential friends and allies. Part of the Senior Leadership Team, the Director of Communications and Marketing will join our diverse, social justice oriented team of 14 staff and more than 50 interns and volunteers.

### Goals of the Position

- Develop and execute a cohesive organization-wide communications strategy (including digital marketing, collateral production, and crafting presentations/pitches) that promotes our programs and drives revenue-generating initiatives.
- Implement data-driven strategies that result in measurable and sustainable growth of donors.
- Oversee the execution of cultivation strategies that move people through engagement pathways to become donors and active supporters.
- Expand organizational reach among corporate and institutional donors.
- Establish and manage a robust network of media (print, digital) outlets, platforms, and contacts.
- Lead initiatives that expand and deepen organizational efforts to build brand awareness and execute engagement strategies.
- Produce engaging copy and graphic design for external communications (email, social media, print)
- Create, distribute and track all digital and print marketing materials.
- Oversee website management and development as a platform that supports fundraising.
- Oversee the Development and Communications Team to successfully implement fundraising initiatives, such as special events and appeals.
- Execute effective communication strategies to promote community events organized by Program Teams.

### Qualifications and Requirements

- 5+ years experience in nonprofit print and digital communications and marketing
- Track record of data-driven strategies that result in measurable results in revenue growth and engagement pathway conversions
- Highly articulate and engaging communication skills across print, digital, and in-person mediums
- Excellent writer and graphic designer for diverse audiences
- Proficiency with digital platforms (e.g. Google analytics, WordPress, Constant Contact, social media)

- 2+ years experience managing teams and vendors
- Leadership skills and ability to execute an ambitious agenda
- Strong ability to collaborate, work successfully in a team, and in partnership with other teams.
- Familiarity with Raiser's Edge a plus.
- Great sense of humor

### **Compensation and Benefits**

Competitive salary DOE

Benefits include:

- 20 vacation days, 3 personal days, 11 holidays (and up to 7 additional paid days off)
- Excellent medical, vision and dental plan
- Employer-matched contributions to retirement plan

**How to Apply:** Send resume with a brief cover letter to [job@literacypartners.org](mailto:job@literacypartners.org). Put "Director of Communications & Marketing" with your name in the subject line. Interviews will be granted on a rolling basis until the position is filled with a start date as soon as possible. Please include your earliest start day and salary requirement.

*Literacy Partners is committed to diversity and is a proud Equal Opportunity Employer. We are committed to creating an inclusive environment for all employees.*