

## JOB ANNOUNCEMENT

(Updated February 5, 2021)

**POSITION:** Director of Marketing and Communications  
**STATUS:** Full-time exempt  
**LOCATION:** Remote (Eastern Standard Time Zone)  
**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 of External Affairs and working closely with the Chief Program Officer, the CEO and members of the Board of Directors, this position is a member of the Development & Communications Team and provides organizational leadership to promote our brand, expand and cultivate our base of financial support, and grow our network of influential friends and allies. The Director of Marketing & Communications will join our diverse, social justice oriented team of 14 staff and more than 50 interns and volunteers.

### Goals of the Position

- Tell the story of Literacy Partners to connect with our diverse audiences of supporters, program partners, potential students, external influencers, etc.
- Develop and execute a comprehensive strategy to cultivate our current community of supporters and expand the reach of our brand to new audiences.
- Develop print and digital assets and oversee direct mail and small events which inspire people to become donors and active supporters.
- Create digital and print collateral to support program goals and help our classes and initiatives succeed.
- Create organizational pitch documents for the fundraising and programs teams.
- Ensure engaging, timely, and purposeful digital communications by supervising the Manager of Digital Communications (email marketing, social media, and website management).

### 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 communications platforms
- 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.
- 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 Marketing & Communications” 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.*