



JOB ANNOUNCEMENT

POSITION:	Marketing Manager
STATUS:	Full-time exempt
LOCATION:	New York City (hybrid)
SALARY:	\$50,000-\$60,000 DOE
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 in a period of rapid growth as we manifest our trauma-informed teaching approach and social justice values more deeply in our programs and expand nationally.

The Position

We are seeking a skilled Marketing Manager to join our team and contribute to the planning and execution of our marketing and promotional initiatives.

The Marketing Manager is in charge of developing various content materials for digital, print, web, and social media distribution including web page design, videos, infographics, flyers, brochures, annual reports, presentations and other marketing and communications items according to project and program needs. This position is also responsible for social media posting, content creation, and management, including community engagement.

Reporting to the Senior Manager of Marketing, this position is a well-rounded, multi-disciplinary candidate who is a member of the Development-Marketing-Communications Team, and will join our diverse, social justice-oriented organization of 30 staff and more than 100 interns and volunteers.

Join us and make a significant impact on our organization's success in reaching our target audience and driving growth.

Responsibilities

Digital Campaigns

- Assist in the execution of digital marketing and fundraising campaigns
- Execute social media strategy
- Assist in the management and update of donor segments in Constant Contact

LITERACY PARTNERS

Multimedia Management

Website Design & Management

- Design user-centered web pages/wireframes
- Develop/design web pages on our WordPress website to promote our events and donation campaigns
- Conduct full SEO and Keywords audit
- Review and report on monthly Google analytics
- Make periodic updates to websites as required
- Make front-end and back-end changes
- Troubleshoot website and API-related issues
- Configure Google Analytics and Google Tag Manager

Graphic Design

- Refresh our brand guide to reflect our new brand identity, style, tone and voice
- Design various marketing and communications materials for digital, print, web, and social media distribution including event invitations, event programs, Facebook ads, print ads, newsletters, brochures, presentations, infographics, annual reports, and other materials as needed

Video Production

- Manage the planning, filming, and editing of videos that could be used for a variety of projects such as conducting student interviews, recording executive speeches, filming events, and developing short promotional videos for web, digital, and social media distribution.

Photography

- Secure photos for various promotional purposes, including capturing candid photos of our classrooms, taking student headshots, and capturing photos of our events
- Organize and maintain our multimedia assets in our media library including photos, videos, graphics, and other collateral pieces

Other Responsibilities

- Assist the Senior Manager of Marketing with cultivating relationships with PR contacts, publicists, celebrity managers/agents

LITERACY PARTNERS

- Establish and execute organizational social media strategy across multiple platforms including Facebook, Instagram, X, and LinkedIn, and manage social media community communications

Qualifications & Experience

- At least 4 years working as a communications professional, journalist, copywriter, social media specialist, community manager, public relations specialist or related field
- Experience and measurable success with most responsibilities
- Have experience juggling multiple projects while effectively managing timelines and expectations
- Proficiency in Facebook Ads manager, HootSuite, Constant Contact, Social Media, Canva, Adobe and Google Office Suite
- Excellent writer and able to effectively communicate with various audiences
- Strong communication and interpersonal abilities
- Creative problem solver
- Great sense of humor

Compensation and Benefits

Salary (annualized): \$50,000-\$60,000 DOE

Benefits include:

- 20 vacation days, 3 personal days, 40 hours of sick time, 12 holidays
- Excellent medical, vision and dental plan
- Employer-matched contributions to retirement plan

How to Apply: Send resume with a writing sample of your choice or link to writing portfolio to job@literacypartners.org. Put "Marketing Manager" 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.