



**Title:** Marketing and Communications Manager

**Location:** New York City/Remote, National staff

**Job Status:** Full Time Exempt

**Reports to:** Chief of Staff, All Stars Project

### **Job Summary**

The Marketing and Communications Manager is a new national position of the All Stars Project and will implement marketing and communications strategy including social media channels, analytics, content marketing and campaigns. This position interfaces with the national marketing and communications team (including staff and vendors) and coordinates campaigns to ensure a quality message is being delivered consistent with ASP's brand and to enhance strategic growth. The primary responsibilities of this role are to implement campaigns and objectives related to ASP's public relations and marketing strategy, internal and external communications, marketing materials, and ASP web platforms, including website and social media. This position reports to the Chief of Staff, and the overall marketing function reports into the Office of the President.

### **Job Responsibilities**

#### *Marketing and Communications (75%)*

- Manage external marketing and communications strategy.
  - Collaborate with ASP executives and consultants on creating and implementing a communications strategy for the promotion of the findings of the SMU-CORE evaluation.
  - Collaborate with external nonprofit, corporate and government partners on creating and implementing strategic marketing and media campaigns to advance ASP's impact. Focus will be on 2-3 high impact campaigns; in 2021 this includes the NY Jets partnership.
- Develop well-written content in line with ASP's brand voice and guidelines.
- Manage external-facing print collateral (annual reports, brochures, press kit, etc.) to support brand development and promotion of programs and strategic initiatives.
- Manage editorial calendar and ensure that external communications are aligned with ASP's program and strategic objectives.
- The Marketing and Communications Manager will also work on a variety of other areas as needed:
  - Develop content for speaking opportunities/presentations that put ASP leadership before key audiences in media and the non-profit field.
  - Produce press events as needed; monitor and archive media coverage.
  - Manage archive of collateral marketing materials, videos and photos for the organization.
  - Participate in the implementation and management of other special marketing projects.

#### *Digital Marketing and Social Media Campaigns (25%)*

- Develop and manage multimedia content and campaigns to be integrated across all channels (website, email newsletter, social media).
- Manage and monitor priority social media platforms.
- Manage the ASP's website and update regularly with fresh, relevant, and engaging content.
- Implement tracking systems for digital metrics and regularly evaluate analytics.



## **Qualifications**

- Three years of experience with online media relations, outreach, database and support tools required
- Strong leadership and interpersonal skills and the ability to interact and communicate professionally with individuals at all levels of the organization
- Excellent verbal and written communication skills, especially in writing, editing, proofreading, and phone presentation
- Ability to clearly articulate the All Stars mission and strategies to a broad range of people
- Demonstrated knowledge of and experience with use of website management, social media tools in media relations required; proficiency in MS Office and knowledge of video and graphic software
- Discretion and sensitivity in handling and safeguarding confidential information
- Proven capacity to apply independent judgment in planning, prioritizing, and organizing multiple tasks in a diversified workload
- Strong intellectual curiosity
- Flexibility in schedule; evenings and weekends are required for special events or other activities, as well as for travel to other All Stars cities for special projects
- Understanding of poverty-related issues and a commitment to creating educational and developmental opportunities for inner-city youth in outside of school contexts
- Comfortable working in a fast-paced entrepreneurial environment
- Bachelor's degree or equivalent experience required; specialization in communications, journalism or a related field strongly preferred

## **To Apply:**

*Send cover letter and resume with minimum salary requirements to [jobs@allstars.org](mailto:jobs@allstars.org). Please indicate "Marketing and Communications Manager" in the subject line of your email for fastest consideration.*