



**Reading Power, Inc.
Marketing and Communications Manager
Job Description**

Reading Power provides individualized, high-dosage, one-to-one literacy tutoring in person during the school day for children in preschool through second grade. We do this by partnering with schools needing supplemental literacy support, where needs exceed resources.

Reading Power is seeking a Marketing and Communications Manager to amplify our mission to accelerate children's literacy learning and to expand both our volunteer tutor and donor base.

Role Overview:

The Marketing and Communications Manager plays a pivotal role in enhancing Reading Power's public image and advancing its mission to raise funds and recruit tutors. Collaborating with the Community Engagement and Volunteer Manager and the Programs and Development teams, this role develops and executes comprehensive communication strategies for both internal and external audiences. Responsibilities include creating, editing, and publishing content across print, digital, and video platforms. Additionally, this role may plan and execute outreach events to further support marketing and communications goals.

Duties and Responsibilities:

- Propose and implement communication and marketing strategies to achieve organizational goals and objectives. This includes collaboration with cross-functional teams
- Manage creation, production, and dissemination of all print, digital, and video marketing materials
- Adhere to all organizational brand usage guidelines, including developing brand guidelines and templates
- Manage creation and selection of photography for print and electronic communications

- Develop and manage content to the organization's current and future social media channels (i.e. Facebook, Instagram, LinkedIn, YouTube and emerging networks)
- Manage and review content for organization's public-facing website, update with fresh content on a regular basis
- Develop and implement a monthly newsletter for internal and external audiences.
- Actively pitch story ideas about the organization to local media outlets
- Select message appropriate media. Ensure integration of content across different media
- Track, measure and report effectiveness of communication programs, marketing campaigns and events
- Write and prepare speeches and presentations for organizational leaders for various events and engagements
- Coordinate the evaluation of potential external partnership opportunities.
- Assist in budget development for organizational marketing and communications efforts and provide projections and recommendations.

Skills/Qualifications:

- Bachelor's degree in communications, marketing, social/digital communications, or a related field preferred
- 3+ years of marketing and communications experience
- Experience in creating and implementing strategic communication plans
- Expertise in digital marketing and social media creation and management
- Strong interpersonal skills with the ability to work well with individuals across all organizational levels
- Excellent oral and written communication skills (writing samples may be requested)
- Proficiency in Microsoft Office Suite, G-Suite, Meta, Constant Contact, WordPress, and Canva
- Strong work ethic, excellent time management, integrity, and accountability. Creative self-starter with the ability to multitask effectively
- Experience in organizing and managing events is preferred
- Ability to develop and manage budgets related to communications and marketing activities

The Details:

This position will report to the Director of Operations. The culture at Reading Power is rooted in respect, trust, and a passionate commitment to our mission. This is a full-time, exempt position in a flexible work environment. Includes paid time off, 14 paid holidays a year,

generous PTO, 401K, and individual health insurance options. Annual salary range \$50,000-\$60,000. Total compensation offer will be commensurate with candidate experience.

Equal Opportunity Employer: Reading Power is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by the law. Reading Power is committed to equity work as an ongoing journey.