



## **Job Posting: Director of Marketing and Communications**

### **About North Carolina Education Corps**

North Carolina Education Corps (NCEC) is a 501(c)(3) nonprofit working to provide quality whole child and academic support to students across North Carolina. NCEC was launched by the North Carolina State Board of Education and Office of the Governor in response to the impact COVID-19 is having on schools, as students struggle to keep up with learning.

COVID-19 has exacerbated academic and non-academic challenges of North Carolina's K-12 students and schools. North Carolina's 1.5 million K-12 students are dealing with learning time loss across and social-emotional challenges. Our teachers and administrators face an uphill climb to advance the sound, basic education of every student.

NCEC brings together community members to support students and teachers and accelerate learning in the wake of COVID. We do this by partnering with schools to recruit, train, and deploy "corps members." Corps members -- including community college and university students, recent graduates, and retirees -- are paid a living wage by schools to work part-time as tutors.

Corps members build relationships and connect with young students. They help teachers reach students who need additional academic support. They accelerate COVID learning recovery with students, families, and school personnel. All with the goal of improving student growth and opportunity.

During the 2021-2022 school year, NCEC corps members will serve as high-impact literacy tutors grounded in the science of reading and reading instruction. As literacy tutors, corps members will assist K-3 students with building foundational reading skills, preventing a delay in learning how to read that could otherwise affect reading to learn for years to come.

For more information on NCEC, check out our [launch video](#), [basic overview](#), and [website](#).

### **Job Summary**

The Director of Marketing and Communications will play a critical role in ensuring NCEC achieves its plans for growth in alignment with its mission, vision, and values. This position is responsible for enhancing, developing, and managing the organization's brand and brand strategy.

The Director of Marketing and Communications will develop a comprehensive marketing strategy that aligns with organizational goals for recruitment, stakeholder relations, and fundraising. The person in this position also will be responsible for executing all elements of the marketing plan,

including content creation, compliance with the organization’s brand and style guide, and managing all aspects of the organization’s print and digital presence.

This position exercises substantial decision making with regard to the management and allocation of marketing resources and must be able to communicate effectively with a diverse range of stakeholders.

Because NCEC is a high-growth nonprofit, the Director of Marketing and Communications must enjoy working in an entrepreneurial environment that is fast-paced, mission-driven, and results-oriented. We seek candidates from diverse backgrounds with a passion for our mission, drive for results, care for students, adaptability, resilience, and humility. A good sense of humor goes a long way too.

## **Responsibilities**

### General Marketing and Communications

- Identify timely, appropriate opportunities to support specific organizational initiatives
- Develop and publish a wide range of digital content, with a focus on producing engaging materials that are visually appealing and provide good experiences for corps members, donors, and other stakeholders
- Enhance and maintain the organization’s growing brand
- Craft high-quality written materials for internal and external audiences, including press releases, media advisories, memos, and op-eds
- Write and edit content for the NCEC website, email marketing campaigns, and social media platforms
- Lead digital execution—across email, website, and social media—of recruiting and other engagement campaigns through the year
- Maintain editorial calendar and digital asset library
- Ensure all materials NCEC produces are compliant with the organization’s style guide
- Monitor news coverage of the organization’s work, as well as current events and trends in the education space in North Carolina
- Support executive team on marketing and communication for special events and projects
- Manage projects from development to execution, and work closely with outside vendors

### Relationship Building

- Identify relevant media partners, and develop relationships with other key stakeholders
- Seek regular opportunities for the Executive Director to engage with legislators, education leaders, major foundations, corporate donors, and other organizations
- Curate up-to-date lists of relevant social media accounts and contacts

### Data and Analytics

- Monitor and report on online engagement analytics (web, email, social media, earned media)
- Leverage key engagement metrics across platforms to optimize content, messaging, and distribution channels
- Manage advertising campaigns, and track and share results for continuous improvement

Tutor

- Every employee will serve as a literacy tutor for at least one K-3 student each during the 2021-2022 school year

Perform other related duties as requested and as responsibilities dictate

**Qualifications**

*Required*

- Bachelor’s degree in communications, marketing, public relations, journalism, or a related field
- Three to five years of related professional experience
- Exceptional written, verbal, and interpersonal skills
- Proven ability to develop and implement marketing and communications plans
- Experience managing social media platforms (Facebook, Instagram, LinkedIn, etc.), designing social media ad campaigns, and using analytics technologies to engage a diverse audience
- Proficiency in Hubspot and WordPress

*Preferred*

- An eye for graphic design and some familiarity with design software, such as Adobe Illustrator, Adobe InDesign, and Canva
- Demonstrated ability to work on multiple projects simultaneously while managing tight deadlines
- Comfort working on projects independently or as part of a larger team

**Impact Opportunity**

- Contribute to a once-in-a-generation initiative to advance student achievement in North Carolina with a whole child and educational equity and opportunity focus
- Opportunity to contribute at NCEC at an early stage while it’s on a trajectory to become an important fixture in North Carolina’s education landscape

**Additional Information**

This position is currently remote but will transition to an in-office position in Raleigh, NC. Some travel within North Carolina will be required. Target start date: July 12, 2021.

### **Pay and Benefits**

The hiring range for this position is \$85,000–\$95,000 per year, depending on experience. The position will receive generous company benefits, including health, dental, vision, and life insurance coverage, a 401k, and 15 days of paid time off per year.

### **How to Apply**

Please apply through the simple form on our website [nceducationcorps.org/careers](https://nceducationcorps.org/careers). PDF format is preferred for resumes.