



Job Posting: Director of Marketing and Communications

About North Carolina Education Corps

NCEC was launched in September 2020 by the North Carolina State Board of Education and Office of the Governor to connect caring adults to students to eliminate barriers to opportunity and unlock student potential. Now as an independent 501(c)(3) not-for-profit, NCEC partners with schools to recruit, train, and coach “corps members” who work for schools as high-impact tutors.

Why high-impact tutoring? NCEC was created to support school personnel and students during COVID-19 and beyond. COVID-19 exacerbated challenges that have long existed in North Carolina. For example, prior to the pandemic data showed that only 36% of North Carolina’s fourth graders could read at or above grade level. State results for the past two years showed young readers in North Carolina falling even further behind due to lost instructional time and added stressors.

High-impact tutoring is an evidence-based approach to accelerating student learning. As high-impact tutors, NCEC corps members provide targeted 1-on-1 to 1-on-3 support to students to extend the reach of teachers and accelerate student growth. For now, all corps members work with K-3 students to help the students master phonics – a foundational skill for learning how to read. It’s lifechanging for students and for corps members.

For more information on NCEC, check out our [launch video](#), [program overview](#), [2021-2022 impact brief](#), and an overview of our [growth trajectory](#).

EEO

North Carolina Education Corps (NCEC) is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, genetic information, arrest record, or any other characteristic protected by applicable federal, state, or local laws. We encourage applications from diverse candidates.

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 across the state.

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
- Manage 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

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 a hybrid position and requires frequent in-person presence at NCEC's office in Raleigh, NC. Additional local and state travel will be required.

Pay and Benefits

The hiring range for this position is \$91,231–\$101,456 per year, depending on experience. The position will receive generous company benefits, including company paid health, dental, vision, life, STD and LTD insurance coverages, Flex Spending Account (FSA), 401k with match, 10 paid holidays, paid sick leave, paid bereavement leave, and 15 days of paid annual leave.

How to Apply

Please submit a cover letter and resume through the simple form on our website nceducationcorps.org/careers. PDF is the preferred format.