

Title: Marketing and Communications Manager

Location: Colorado Springs, CO; Hybrid (in office/work from home)

Reports: Director of Development

Position Description and Responsibilities:

Utilizes multi-channel communications to vibrantly tell the Peak Education story to various stakeholders, including supporting fundraising and donor relations and maintaining strong connections with Peak Education Scholars and their Families.

Key Responsibilities include:

- Development and implementation of marketing and communications strategies and monitoring their success through developing reports and measurable outcomes.
- Overseeing the creation of marketing and communications collateral, ensuring it is consistent with the organization's brand, including white papers, website, emails, printed materials, social media posts
- Developing an impactful organizational branding voice that is represented throughout communications.
- Builds and maintains strong partnerships with internal staff to better develop, coordinate, direct, and facilitate strategic communications designed to meet organizational goals and that support engagement with students, families, and program stakeholders.

It is anticipated that the Marketing and Communications Manager will spend 40% of their time on general communications duties. Approximately 20% of their time on developing email and print communications, 10% on data and outcomes reporting, 10% on social media development, 10% of their time will be spent on photography and video-related activities, and 10% on generalist duties or organizational meetings.

Essential Duties and Functions:

Communications - General:

- In collaboration with the program staff and leadership, assist with the development and refinement of the overall marketing and communications plan for both internal and external stakeholders
- Create internal communications protocols and initiatives that will foster employee morale and ensure needs are met
- Assist with integrating brand guide into communication channels: webpage, print materials, social media, etc.
- Assist with webpage development and maintenance
- Develop, write, and distribute press releases related to organizational activities

Photography and Video:

- Capture photos and videos of organizational activities to be used to highlight the Peak Education story
- Develop promotional videos for organizational and programmatic activities
- Develop videos and content for usage on the webpage as well as in email communications

Email & Text Communications:

- Write and develop emails to inform stakeholders about organizational activities, opportunities, and programming.
- Assist with program messaging via text platform; design and deliver meaningful nudge campaigns in partnership with program staff

Donor Relations and Fundraising

- Create compelling multi-channel materials and campaigns to support organizational fundraising initiatives

- Create innovative content to support stewardship and gratitude efforts for individuals and foundations

Print Communications

- Design, write and distribute newsletters and Annual Reports
- Develop print pieces that communicate about organizational mission, programs and activities

Essential Marketing and Communications Professional Skills Required

- Strong, versatile copywriting skills and experience in professional communications writing
- Experience with Adobe Suite or equivalent
- Previous brand design experience
- Ability to work autonomously and be self-directed
- Commitment to diversity, equity, inclusion, and educational equity
- Strong website design skills
- Experience working with a Customer Relations Management System
- Good organizational, planning, and coordination skills
- Ability to multi-task and re-prioritize as needed
- Desire to take full ownership of assigned projects and work independently
- Ability to manage multiple projects simultaneously
- Possesses a sense of urgency; is self-motivated and detail-minded
- Strong interpersonal skills and ability to build collaborative relationships
- Good verbal presentation, group dynamic, and facilitation skills

Preferred Qualifications:

- Bachelor's degree in marketing, communications or equivalent
- Experience with leading marketing and communications efforts in a non-profit or business setting
- Experience using Active Campaign and/or Salesforce
- Previous K-12 or higher education experience
- Previous videography experience
- Previous print or news media experience
- Proficient in 2 or more languages (preferably Spanish)

Compensation & Benefits

- The expected pay range for this role is \$55,000 - \$62,500 annually
- Two health insurance options, including a choice between a high deductible plan with an employer-matched Health Savings Account and a traditional plan
- Dental Insurance
- Life / Disability Insurance
- 403(b) with up to 5% employer match (of employee contribution)
- 9 paid holidays each year
- 20 days of vacation each year; 7 sick days per year

Application Process

Please submit a resume and cover letter outlining your qualifications and interest in the position to Nataya Sanchez, Peak Education Operations Manager, at nataya@peakedu.org. Application consideration is rolling and will remain open until the position is filled. Priority consideration will be given to applicants who apply by close of business on March 4, 2024.

For additional information about the position or to learn more about Peak Education, please contact Nataya at 719-821-2735.