

# Marketing Manager

## About Us

EdNavigator is an innovative nonprofit organization that helps hard-working families find a path to success in school and beyond. Founded in 2015, we partner with leading employers to bring expert educational support right to the workplace as a benefit to employees. We pair parents and caregivers with expert Navigators who help them choose schools, understand their children's progress, support learning at home, advocate for their children's educational needs, and even advance their own education as adults. In 2020, EdNavigator was named one of *Fast Company's* 10 Most Innovative Companies in Education. We believe that all families could use some help on the path to a great education, and that everyone wins when families are better informed and more engaged. For more information, visit [www.ednavigator.com](http://www.ednavigator.com).

## Help Tell Our Story and Amplify Our Impact

We are currently seeking a Marketing Manager to support our work nationwide and help us build new platforms for reaching and guiding families during the coronavirus pandemic. As Marketing Manager, you'll be responsible for coordinating and executing the marketing and communications strategy for our rapidly growing, entrepreneurial organization.

### RESPONSIBILITIES

- Create and manage a wide range of marketing materials (flyers, posters, email messages, presentations, etc.)
- Write and edit blog posts, articles, and resources for families
- Proactively generate content to publicize our work (e.g., quotes, interviews, photos, videos, graphics, etc.)
- Manage our brand and marketing collateral (e.g., swag, business cards, etc.)
- Oversee and regularly update our websites and social media platforms
- Craft clear, compelling communications to our members and employer partners
- Train EdNavigator staff in essential communications and branding skills
- Coordinate with designers, printers, photographers, developers, and other vendors
- Assist with outreach events and media relations as necessary
- Provide other communications and marketing support as required

### QUALIFICATIONS

Qualified candidates will have 3+ years of experience in marketing, branding, design, and/or strategic communications. They will also be:

- Exceptional writers and editors
- Highly creative, innovative and self-motivated

- Well-organized and obsessively attentive to detail
- Passionate about clear language and clean design
- Proficient with design tools such as Adobe Creative Suite
- Completely comfortable with technology
- Inspired by our mission and excited about sharing our work with others
- Flexible and open to feedback
- Friendly, empathetic and self-aware
- Able to thrive in a fast-paced, deadline-driven environment
- Comfortable working in a virtual environment from a home office

This role is available immediately and reports directly to Chief Communications Officer David Keeling. We are especially interested in candidates who have prior experience in education or the nonprofit sector and live in New Orleans, Boston, or Chicago. Occasional travel will be required, when it is safe to travel again.

## What We Offer

The annual salary for this position is \$60,000 or commensurate with experience in a similar position, with the potential for a performance-based bonus. EdNavigator offers a motivated team of dynamic colleagues, a collegial atmosphere that values professional development and honest feedback, a comprehensive benefits plan effective on the first day of employment – including low cost medical, dental, vision, generous vacation time, and a 401(k) plan— as well as the chance to shape the direction of an innovative, mission-driven organization that is resolutely committed to making a difference in the lives of families nationwide.

## To Apply

Please email the following to [jobs@ednavigator.com](mailto:jobs@ednavigator.com) and include “Marketing Manager” in the subject line:

1. A resume.
2. A detailed cover letter describing your experience and/or interest in supporting working families, particularly families of color who have historically been underserved by school systems and other institutions.