



Job Title: Marketing Communications Manager
Reports Directly To: Director of Development
Status: Full-time, Exempt

ABOUT LITERACY CONNECTS

Literacy Connects is a volunteer-driven Tucson nonprofit serving over 48,000 children and adults annually through programs focused on literacy and creative expression. As the premier literacy hub of Southern Arizona, we connect individuals and groups from across the community to work together for long-term social impact. While each of our programs uses different delivery models to achieve our mission, they are unified in achieving transformational learning through joyous student-centered relationships and a strength-based approach. We know that while building skills is critical, long-term success depends on shifting attitudes and behaviors. We believe that when people come to identify as learners, readers, writers, creatives, and empowered citizens, their resilience increases along with opportunities to help themselves and others.

ORGANIZATIONAL VALUES:

The core values that influence our organizational direction are equity and social justice, creativity and imagination, collaborative relationships, joy, and transformational learning. We are positive and always try to work from a place of gratitude. We seek board members, staff and volunteers who are passionate, committed to the mission, and can embrace our core values.

GENERAL RESPONSIBILITIES:

The Marketing Communications Manager will develop and guide the strategy for all communications and public relations messaging to consistently articulate Literacy Connects mission and impact. The Marketing Communications Manager will ensure that Literacy Connects is viewed as a primary literacy organization in Tucson. The Marketing Communications Manager will work closely with the Management Team as the communications partner on a variety of strategic initiatives.

SPECIFIC RESPONSIBILITIES:

- Create, manage and execute Literacy Connects' annual strategic marketing and communications plan
- Execute and assess communications strategies to create momentum and awareness of Literacy Connects in the community
- Create all print and electronic collateral including but not limited to, newsletters, invitations, brochures, website, social media and annual reports

- Maintain website and social media presence, ensuring that new and consistent information (article links, photos, stories, and events) is posted regularly in alignment with the annual marketing/communications plan
- With Director of Development create and implement a strategic communications and engagement plan for current and potential donors, community partners, volunteers and key stakeholder groups to increase awareness of current gift/engagement opportunities
- Lead the generation of online content engaging audience segments and producing measurable actions
- Serve as primary contact for outside contract and volunteer design, marketing and PR services
- Manage all media contacts
- Write press releases regularly
- Update thank you letter templates annually

QUALIFICATIONS:

- Bachelor's degree and minimum five years professional experience in marketing, communications, public relations or related field
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills including spelling, grammar and punctuation
- Ability to take initiative and anticipate organizational needs
- Experience with website content development and execution using WordPress
- Ability to create and edit using Adobe InDesign and Prezi
- Experience with the development and implementation of digital marketing strategy and understanding of SEO, SEM and social media best practices
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Experience working with committees, donors and non-profit organizations

COMPENSATION:

Hiring range is \$40,000-\$44,000 based on qualifications and experience

APPLICATION INSTRUCTIONS:

Please submit a letter of interest and resume, along with two writing samples to slgonzales@literacyconnects.org

WEB SITE:

www.literacyconnects.org

Literacy Connects is an equal opportunity employer and prohibits employment (be it as a volunteer or paid staff) discrimination based on race, color, sex, marital or familial status, sexual orientation, gender identity, age, religion, veteran status, national origin, ancestry or disability.