



## **Manager, Communications, Brand, and Marketing**

### **SEEDS: Access Changes Everything**

The Manager, Communications, Brand, and Marketing is responsible for developing and executing comprehensive communication and marketing plans that communicate SEEDS' successes, promote SEEDS programs to students and their families, and encourage financial support from alumni, individual donors, and corporate partners. The manager is also responsible for maintaining SEEDS' public image, ensuring brand consistency, and adherence to brand guidelines.

With equal parts externally facing and internal partnering, the Manager should be able to tell our compelling story through a clear voice and through current and evolving platforms – both digital and print. Professionalism, follow-through, and helping SEEDS shine are key to this critical position. This role reports to the Chief of Staff, works closely with the Development team, and works in conjunction with all members of SEEDS staff to tell the impact of our mission and work.

#### **ABOUT SEEDS – ACCESS CHANGES EVERYTHING**

Founded in 1992, SEEDS – Access Changes Everything is a privately funded, nonprofit access organization. We change the lives of motivated, high-achieving students from low-income households by transforming their educational opportunities. With 160 students per year and more than 3,000 graduates, every member of SEEDS' 25-person staff understands how their work contributes to students' success every day.

#### **RESPONSIBILITIES**

This role will establish editorial direction, brand voice, design and distribution of digital and print materials, and social media initiatives. The Manager will also offer clear strategic direction through strong leadership and ownership over SEEDS' communication.

#### **Communications**

- Tell the SEEDS story by working with internal departments to share successes.
- Obtain and share student, family, and supporter testimonials.
- Promote SEEDS' mission and achievements through various social media channels as well as email communications.

- Produce and manage SEEDS seasonal e-newsletter (SEEDS Inside Access).

### **Brand Management**

- Formulate and administer policies to ensure the integrity of SEEDS' messaging.
- Ensure brand consistency across all written content, messaging, and graphic design.
- Manage brand usage across departments and with any external partners.
- Act as point-person for the media, and coordinate and seek media interest and speaking opportunities, as well as develop opportunities for SEEDS to establish leadership in the access field.

### **Marketing**

- Develop written content for and lead design of all collateral and publications – development, Board communications, recruitment outreach, family and enrollment communications, annual and corporate reports, appeals, and other outward facing materials.
- Audit current materials/promotional inventory and update as needed; determine additional swag and collateral needs and manage order/production.
- Develop mastery of marketing systems and suggest systems as needed.

Like everyone at SEEDS, this role will perform other organization-wide duties and responsibilities, as needed.

### **IMPORTANT CONSIDERATIONS**

- Some weekend and evening work; some visits to our educational program sites
- Requires use of a personal vehicle for business purposes.
- The position requires use of a personal cell phone.

### **POSITION QUALIFICATIONS**

- BA/BS required (marketing, communications, social media, journalism, or public relations).
- 4+ years of communications, brand, marketing, or PR experience; experience in nonprofits a plus.
- Exceptional writing, editing, branding, and storytelling abilities.
- Ability to make programs and concepts understandable and compelling to varied target audiences.
- Strong project management skills; ability to manage multiple projects simultaneously and work across departments.
- Proficient in use of Microsoft Suite programs (Word, Excel, PowerPoint, Publisher).
- Proficient in use of WordPress (website development/management).
- Knowledge in and comfort using graphic design programs (Canva, Photoshop, InDesign).
- Experience with social media platforms (Facebook, Instagram, Twitter, Hootsuite, and other emerging platforms).
- Experience with email platforms (Mailchimp, Constant Contact, Hubspot).

### **SALARY INFORMATION**

The salary for this role has a range that starts in the low-mid \$50k.

**TO APPLY**

Send resume, cover letter, and three marketing samples (writing samples, social media posts, graphic design piece, etc) or portfolio in an email with the subject line “Manager, Communications, Branding, and Marketing” to Jennifer Evans at [jevans@seedsaccess.org](mailto:jevans@seedsaccess.org).

SEEDS – Access Changes Everything aims to select, place and train the best qualified individuals based upon relevant factors such as work quality, attitude and experience, so as to provide equal employment opportunity for all our employees in compliance with applicable local, state, and federal laws and without regard to non-work related factors such as race, color, religion/creed, gender, national origin, age, disability, marital status, sexual orientation, veteran status, or any other protected class. We encourage and support diversity and tolerance in our workplace.