



Manager, Communications, Brand, and Marketing

SEEDS: Access Changes Everything

Updated: September 2024

The Manager, Communications, Brand, and Marketing is responsible for designing and executing a comprehensive communications plan that communicates SEEDS successes, consistently features SEEDS' branding, and targets channels that support strategic priorities. With equal parts external 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 electronic and print. Professionalism, follow-through, and helping SEEDS shine are key to this critical position. This role is a member of the Finance & Administration team and reports to the Chief of Staff, works closely with the Development team, and works in conjunction with all members of SEEDS staff to promote the impact of our mission and our work.

About SEEDS

Founded in 1992, SEEDS: Access Changes Everything is a privately funded, nonprofit organization. We change the lives of motivated, high-achieving students from low-income families by transforming their educational opportunities. Graduating 170 students annually and more than 3,200 since its inception, every member of SEEDS' 25-person staff understands how their work contributes to students' success every day.

Responsibilities

This role will offer clear strategic direction through strong leadership and ownership over SEEDS' communications channels. Duties will include managing editorial direction, brand voice, design, production and distribution of materials. The manager will drive forward the following areas of responsibilities:

- Direct and implement a communications plan, formulating and administering policies to ensure the integrity of our messaging

- Act as point person for the media, and coordinate and seek media interest and speaking opportunities for SEEDS leadership, as well as develop opportunities for SEEDS to be established as an authority in the education access field
- Oversee and manage the SEEDS' brand, ensuring consistent and proper use of the logo, font, colors and overall look
- Manage brand usage across departments, with any external partners, and our website, ensuring the transition from the previous NJ Seeds brand is complete
- Contribute (create/design/write/edit) to the overall look of all collateral and publications including development materials, Board communications, recruitment outreach, family and enrollment communications, annual and corporate reports, appeals, events materials, and other outward facing materials
- Audit current materials and promotional inventory, and determine swag and collateral needs
- Develop mastery of marketing systems, and suggest/develop systems as needed
- Curate and manage all photos and videos and spearhead social media postings
- Serve as the primary liaison to any communications related consultants, partners, and vendors

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

Important Requirements

- Some weekend and evening work; some visits to our educational program sites
- Requires use of a personal vehicle for business purposes (mileage reimbursement)
- The position requires use of a personal cell phone (cellphone reimbursement)
- The ability to work in a fast paced, ever-changing array of roles and responsibilities

Position Qualifications

- At least 3 – 5 years relevant experience in marketing, communications, social media, journalism, or public relations. Experience in the nonprofit field a plus.
- Understanding of balance between strategist, who can lead and guide, and skills of a creative with a get-it-done attitude.
- Exceptional writing, messaging, editing, branding, and storytelling abilities/skills, making programs and concepts understandable and compelling to varied target audiences.
- Keen understanding and hands-on experience with integrated digital marketing strategies, platforms, and associated tools including, but not limited to, email marketing (MailChimp or

similar), website development, YouTube, social media (Facebook, Twitter, Instagram, emerging platforms), Google AdWords, etc.

- Ability to manage multiple projects simultaneously and work across departments.
- A self-directed professional who has passion, works adeptly cross-functionally, a positive attitude, and a commitment to SEEDS' mission.

Compensation

- The salary for this position starts at \$60,000
- Medical, Dental and Vision benefits/Health and Dependent Flexible Spending Accounts
- 401k retirement Plan with an employer-matching component

To Apply

Send resume, cover letter, and 3 marketing samples (writing samples, social media posts, designed piece, etc.) or portfolio in an email with the subject line "Manager, Communications, Branding, and Marketing" to [mbaез@seedsaccess.org](mailto:mbaez@seedsaccess.org).

SEEDS 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.