



## **Manager, Impact & Strategic Communications – Job Description**

### **About the Organization:**

Junior Achievement’s mission is to inspire and prepare young people to succeed in global economy. Our corporate and community volunteers deliver relevant, hands-on experiences that teach students in kindergarten through high school the basics of financial literacy, work readiness, and entrepreneurship. JA programs empower students to make a connection between what they learn in school and how it can be applied in the real world to own their economic success. Junior Achievement of Southwest New England serves seven Connecticut counties (excluding Fairfield County). In the past two years, JA of Southwest New England served close to 70,000 students, thanks to the efforts of 5,000 business/community volunteers. This year, JA virtualized all programming, serving more than 14,000 students, with a strong focus on innovation and meeting the personalized needs of educators, students, and volunteers.

### **Position Description:**

Junior Achievement of Southwest New England seeks a mission focused, purpose driven Manager, Impact & Strategic Communications, to focus on maximizing and enriching engagement from audiences who are critical to the organization’s success through research, marketing/communication design, and storytelling.

Reporting to the Development Manager, the Manager, Impact & Strategic Communications, will work closely with the Development team, Education team, CEO, and Development & Stewardship Committee to ensure impactful outreach to internal and external stakeholders, and create public awareness campaigns to position and promote the organization through multi-channel communications outreach.

JA is seeking full-time candidates, but will consider a part-time role of 25+ hours/week. Salary will be commensurate with experience.

### **Duties and Responsibilities:**

This role will be the lead in developing content; creating design elements and preparing comprehensive campaigns that make student impact the primary focus of all messaging and communications. Key responsibilities include:

- Identifying powerful student testimonials and creating written and media content to meaningfully “tell the JA story” and demonstrate the life-changing impact of JA programs
- Designing and executing a robust marketing/communications plan for all current supporters
- Developing marketing collateral to compliment a major giving program
- Assist staff with scripting, speech writing, and meeting preparation

#### **Creative and Ongoing Impactful Content Development (45%):**

- Develop and execute organizational brand, positioning, communications and outreach plans to inform key stakeholders and the general public about the impact the organization has in the community
- Maintain strong, consistent messaging across multi-channel platforms to amplify organization’s voice and position organization as thought leaders on issues aligned with its mission
- Create and execute campaigns to build brand awareness and convey consistent messaging to support the organization programs, services and thought leaders through multi-channel communication initiatives.
- Collaborate with Development team, CEO and Education team to identify priorities and content to position/promote programs and services to internal and external stakeholders, including community partners, donors and general public

### Impactful Writing and Storytelling (45%)

- Provide overall direction in drafting, editing and finalizing impactful storytelling, including writing content, graphic design and video production to promote organizational programs and services
- Write and layout monthly e-blast updates for internal and external audiences, develop new opportunities for outreach, including use of the website blog function
- Provide guidance and mentorship for other staff members to help in the development of compelling content
- Identify and draft content for social media platforms that continually position organization and leaders on critical issues that amplify organization's voice
- Partner with internal stakeholder teams to solicit and identify content and stories for organization's website and other collateral materials, including annual report and program brochures

### Administrative/Other (10%)

- Collect and analyze data in order to develop messaging that resonates with segmented audiences
- Develop key performance indicators to measure effectiveness of marketing and communications campaigns
- Provide reports related to marketing/outreach and communication efforts
- Assist development team with additional projects/events as needed

### **Qualifications:**

- Bachelor's degree and/or minor in Journalism, Communications, or Public Relations
- Solid working knowledge and 3+ years experience in philanthropic communications and/or journalism and execution of initiatives that build influential recognition of an organization's impact.
- Strategic and storytelling mindset to ensure impactful outreach to internal and external stakeholders, and create public awareness campaigns to position and promote the organization through multi-channel communications outreach.
- Excellent relationship building skills, with the ability to inspire collaboration on impactful storytelling from program and service teams.
- Ability to collaborate with all members of staff to leverage programs and work closely with cross-functional colleagues across a range of issue areas critical to promoting and positioning the organization's outreach and communications initiatives that help achieve organizational strategic goals.
- Must be deadline-driven, with the ability to prioritize multiple activities, responsibilities and deliverables, often with competing deadlines. Position requires the ability to work occasional evening and weekend hours to support organizational events and other sponsored activities.
- Exceptional project and time management skills, including a high level of organization, and attention to detail and follow-through.
- Demonstrated experience in problem-solving and taking initiative, while utilizing solutions-oriented approach and exhibiting flexibility and good judgement in developing organizational messaging.
- Technical Skills: High proficiency in Microsoft Office Suite, including PowerPoint, Adobe, Publisher and graphic design software. Familiarity with non-profit databases (i.e. BCRM, Raiser's Edge, QGiv and First Giving)
- Technical Writing: Exceptional writing and editing skills, with ability to meet multiple deadlines

**How to Apply:** Please email a cover letter, resume, and three writing samples to Serena Iacobucci, [siacobucci@accountingresourcesinc.com](mailto:siacobucci@accountingresourcesinc.com)