

<p>Job Title: Marketing and Communications Director (SG 18) Organization Segment: Young Americans Center for Financial Education Reports to: Sr. Vice President/Strategy, Innovation and Marketing Status: Fulltime (Exempt)</p>
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Position Summary

Young Americans Center for Financial Education is a unique organization dedicated to teaching financial responsibility to kids up to 21 years old. We are proud to have the only bank in the world just for youth, and we offer a range of real-life experiences and hands-on programs that are specifically designed to enable young people to prosper in our free enterprise system.

This is a hands-on position responsible for all communications, media, and marketing activities for the organization with the goals of raising awareness, driving program engagement, and attracting new constituents. Over half of the time is devoted to marketing outreach (including email, digital, Salesforce, social media and traditional marketing collateral). This position works closely and collaboratively with a wide range of stakeholders and organization programs and departments.

Essential Functions:

Marketing & Communications

- Develop content and tell stories across a range of platforms including social media, website, print collateral, video, email, third-party sources and events.
- Drive social media strategy, including writing and publishing regular content and cultivating content from internal and external sources.
- Coordinate the creation and production of a variety of online, video and print materials, including design, content, and production.
- Develop and implement marketing campaigns to promote programs participation.
- Plan and coordinate advertising (paid and earned) efforts (Google AdWords, print and digital media, etc.).
- Write and coordinate monthly email and internal staff newsletter and maintain mailing lists.
- Monitor and protect the brand by upholding graphic standards and consistent messaging on all communication materials, signage and displays.
- Manage organization assets such as photos, videos, signage, promotional items, logos, etc.
- Draft and schedule communication with constituent groups.
- Draft and schedule messages in Young Americans Bank account statements.

Website

- Drive the organization's Wordpress website strategy including editorial, graphics, and technical components to provide an outstanding user experience in a secure environment.
 - Publish regular updates by sourcing and/or writing fresh content.
 - Conduct and/or ensure regular technical maintenance and backups to the site and plugins.
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- Maintain detailed administrative records on hosting, backup files, themes, plugins and databases.
- Seek improvements and make recommendations to improve functionality and security.

Salesforce Administration

- Create new user profiles, provide training and address user issues.
- Build functionality and workflows to improve departmental/in-departmental operations as well as external communications with customers.
- Create dashboards and reports to facilitate day-to-day operations, decision-making, and complete fundraising reports.
- Manage Salesforce integrations with third-party vendors.

Campsite Registration

- Serve as co-administrator of the Campsite registration database.
- Set up camps and classes.
- Create, schedule and manage communications.

Media & Community Relations

- Develop and cultivate media contacts and relationships.
- Pursue opportunities for earned media coverage, including writing and sending press releases and pitching stories.
- Manage incoming media inquiries and requests for information.
- Track all media coverage pertaining to both Young Americans and other financial literacy coverage.

Events

- Support fundraising events including annual gala, donor appreciation and others through promotions, theme planning, fundraising materials, invitations, and content generation.
- Write script and assist with event production working with event emcees, presenters and participants.
- Coordinate video production for events.

Planning, budgeting, and reporting

- Create and implement an annual communications and marketing plan and budget.
 - Monitor, measure, and report on the effectiveness of communication and marketing strategies and tactics.
 - Track and balance purchase orders and invoices to budget.
 - Manage trademarks.
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Education and Experience:

Education: Bachelor's degree.

Experience: At least 2-5 years of communications and marketing experience (email, digital, advertising, content creation, collateral creation, social media and content development).

Qualifications

- Strong writer with the ability to create compelling messages across different platforms and for a variety of audiences.
- Hands-on experience with social media, website content management, media relations, e-newsletters, and designing print materials.
- Ability to manage multiple projects and initiatives concurrently.
- Desire and ability to play a hands-on, implementation role, while at the same time able to develop strategies and see the larger picture.
- Excellent verbal, written, and interpersonal skills, especially among a wide variety of constituent groups, including children and parents, teachers, staff, board members, volunteers, donors, and sponsors.
- Familiarity with the principles of SEO and web analytics tools.
- Ability and commitment to work collaboratively with stakeholders, both internal and external to the organization.
- Self-starter, able to work well both independently and in a team environment.
- Detail-oriented with attention to maintaining documentation and budget awareness.
- Strong knowledge of Wordpress, Mailchimp and Adobe Creative Suite.
- Basic knowledge of HTML.
- Knowledge of Salesforce.
- Knowledge of budgeting and planning processes.
- Experience with video production.

Supervisory Responsibility

None

Compensation/Benefits: The salary range for this position is \$60,320 to \$75,400. The salary will be commensurate with skill level and applicable experience.

Medical, Vision and Dental insurance: Employee cost is 10% of the employee-only premium per month. In addition, we cover 67% of any additional cost for spouse and/or family if elected by employee, remaining 33% is paid by the employee per month. Offer group term life, accidental death-dismemberment life insurance and long-term disability insurance (no cost to employee).

401(k) Plan: Young Americans matches 25% of the employee contribution based on IRS plan limits. Company match is fully-vested immediately.

PTO (Paid Time Off) / Holidays:

- Date of hire through 5 years - 120 hours
 - 6 through 10 years – 160 hours
 - 11 + years – 200 hours
 - 11 paid holidays
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