



Associate Director, Communications, Brand, and Marketing NJ SEEDS

Updated: June 2020

The Associate Director, Communications, Brand, and Marketing is responsible for designing and executing a comprehensive communications plan that communicates SEEDS successes, introduces new logo and branding, and targets channels that support strategic priorities. With equal parts externally facing and internal partnering, the Associate Director 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 reports to the Chief Operating Officer, works closely with the Development team, and in conjunction with all members of SEEDS staff to tell the impact of our mission and our work.

About NJ SEEDS

Founded in 1992, New Jersey SEEDS is a privately funded, nonprofit organization. We change the lives of motivated, high-achieving students from low-income families by transforming their educational opportunities. With 160 students per year and more than 2,700 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, production and distribution of materials and offer clear strategic direction through strong leadership and ownership over SEEDS' communication. They will drive forward the following areas of responsibilities:

- **Communications**
 - Direct and implement 7-channel communication plan
 - Formulate and administer policies to ensure the integrity of our messaging
 - 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
- **Brand Management**
 - Lead SEEDS through a brand transition, establishing new logo, font, colors and overall look (new logo, colors and tag line have been chosen) and develop Brand Book
 - Transition internal and external stakeholders to see our new brand as our future, while acknowledging our legacy
 - Manage brand usage across departments and with any external partners
- **Marketing**
 - Contribute to overall look of all collateral and publication – development, Board communications, recruitment outreach, family and enrollment communications, annual and corporate reports, appeals, and other outward facing materials
 - Create (design/write): written and designed materials that SEEDS uses for communication, recruitment, fundraising, etc.
 - Audit current materials and promotional inventory, and determine swag and collateral needs
 - Develop mastery of marketing systems, and suggest/develop systems as needed

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

Important Considerations

- Some weekends and evenings work
- Requires use of a personal vehicle for business purposes (portion reimbursed)
- The position requires use of a personal cell phone (portion reimbursed)

Position Qualifications

- At least 5 years, degree plus experience, or 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.

Salary Information

The salary for this role has a range that starts around \$70k.

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 "Associate Director, Communications, Branding, and Marketing" to lgiraldo@njseeds.org

NJ 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.