➔ **Position Title:** Communications Manager
➔ **Position Status:** Full-Time

➔ **Location:** New York City
➔ **Start:** February 2019

About Code Nation

Code Nation (codenation.org) equips students in under-resourced high schools with the skills, experiences, and connections that together create access to careers in technology. With a volunteer teaching corps that includes hundreds of professional web and software developers, Code Nation mobilizes the tech community to provide tuition-free coding courses and work-based learning programs that promote career readiness.

Founded in 2012 (and formerly called ScriptEd), Code Nation currently reaches approximately 1,500 students per year in 46 high schools in New York City and the San Francisco Bay Area.

Who We Want

Code Nation is looking for a Communications Manager who is able to execute on a content, messaging, and branding strategy across various communications channels. They must have superior writing skills, a strong work ethic, and the ability to think strategically and critically. This individual will be responsible for ensuring that Code Nation's external messaging is 'on brand' and increasing Code Nation's visibility. They will also need to understand how to implement a marketing plan with limited resources and be excited about the opportunity to tell stories and to get our message out into the world.

Responsibilities

Digital Marketing/Content Management
➔ Manage and help to increase audiences, traffic, and engagement in social communities and media channels—FB, Twitter, LinkedIn, Snapchat
➔ Create content for and prepare newsletters using MailChimp
➔ Write or solicit compelling blogs and post them on the website
➔ Measure and report on social media and web metrics using Google Analytics, analyzing results and data to inform strategy and further segment audiences
➔ Updating Code Nation's website using WordPress

PR
➔ Work with Code Nation teams to develop sponsorship or co-branding promotions with corporate partners
➔ Cultivate and expand a network of blogs, influencers, and other media relationships
➔ Assist with liaising with our PR agency

Brand Management
➔ Serve as our Brand Guardian, ensuring visual and written language used in external docs and materials (including swag and grants) are in line with the Code Nation brand
➔ Support CEO, Executive Directors, and Director of Communications with brand position in the tech and inclusion space
➔ Maintain brand integrity and train current and new staff on brand guidelines and usage
➔ Support teams across regions in articulating messages in clear and compelling way that is aligned with our values and asset based language
➔ Creating/maintaining one page information sheets, slide decks, etc.

Vendor Management
➔ Liaise with vendors including our freelance photographers, designers, and web developers

Special Projects
➔ Manage marketing budget and prepare updates for the staff and Board of Directors
➔ Collaborate with teams across regions to create Code Nation's Annual Report
➔ Work with Code Nation teams to coordinate and promote campaigns and events, such as our volunteer recruitment, End of Year giving campaign, and annual Hackathons
➔ Collect, compile, and streamline content and incorporate feedback from leadership and other teams

Who You Are

➔ ~3 years professional experience in marketing or public relations
➔ Clear, concise, and differentiated communication skills
➔ Deep understanding of how written content, brand voice, and messaging intersect within overall marketing efforts
➔ Experience executing and reporting on digital marketing campaigns and/or social media campaigns or content
➔ Experience creating creative marketing assets
➔ Detail-oriented, able to manage multiple tasks and organized enough to plan ahead

- → Ability to work on your own and follow through
- → Strong collaborator with outside consultants and with teams

What You Can Expect

Code Nation has a high-performing culture characterized by our desire to provide our staff members with the support, resources, and information they need to be successful in our organization and in the non-profit field in general. If you take on this position, you can expect to be offered a compensation package, including salary and benefits, that will be commensurate with your experience and competitive within the non-profit sector. Some of the benefits we offer to our staff members include, but are not limited to:

- → Competitive salary commensurate with experience
- → Medical, Dental and Vision Insurance
- → Annual Vacation time-20 days paid vacation & 14 paid holidays/office closures
- → Retirement Plan-Code Nation matches contributions to 401K accounts up to 2%
- → Flex spending account-for out of pocket medical costs

How to Apply

Please send your resume and cover letter to **apply@codenation.org** with the subject line, "Communications Manager". All qualified applicants will be considered, but only those selected for an interview will be contacted.

Code Nation strives to build a staff and board that reflect the cultural diversity of the communities and neighborhoods we serve. Code Nation is an Equal Opportunity Employer and does not discriminate on the basis of race, color, gender, handicap, age, religion, sexual orientation, or national or ethnic origin.