We’re Hiring: Communications Manager

➔ Position Title: Communications Manager
➔ Position Status: Full-Time
➔ Location: New York City, Bay Area, Chicago
➔ Start: ASAP

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, the San Francisco Bay Area, and Chicago.

Who We Want
Code Nation is looking for a Communications Manager who will be able to convey the impact of our programs to our communities by centering our students’ and volunteers’ voices and stories. They must have superior writing skills, a proven ability to collaborate with various internal stakeholders, a strong work ethic, and the ability to effectively prioritize many ongoing projects and time-bound requests. This individual will be responsible for supporting internal teams in crafting compelling messages that yield the desired action in the reader. The ideal Communications Manager will be able to balance working to support our internal teams and working to cultivate and steward external stakeholders. Code Nation is committed to being an inclusive, pro-Black, and anti-racist organization; ideal candidates are committed to educational and tech equity and working against institutional inequities.

Responsibilities

Brand Management
➔ Maintain brand integrity by actively reviewing and editing external facing artifacts (i.e. decks, and one pagers)
➔ Train staff on brand guidelines and proper asset usage

Collateral Creation & Management
➔ Proactively support teams across regions in articulating clear and compelling message that are aligned with our values use asset based language
➔ Work with Code Nation teams to coordinate and promote campaigns and events, such as our volunteer recruitment, the End of Year giving campaign, and annual Hackathons
➔ Liaise with designers to ensure the creation of one-pagers and additional marketing collateral.
➔ Regularly update one page information sheets, slide decks templates, etc.

Digital Marketing/Content Management
➔ Manage and help to increase audiences, traffic, and engagement in social communities and media channels—FB, Twitter, LinkedIn, Snapchat, etc.
➔ Create content for and prepare newsletters using MailChimp tailored to specific segments of our audience
➔ Proactively engage with student facing work to identify focus pieces; write compelling blogs centering them on our website
➔ Measure and report on social media and web metrics using Google Analytics, analyzing results and data to inform strategy and further segment audiences
➔ Update Code Nation’s website using WordPress to ensure information about programs, staff, Board and corporate partners is up to date and clearly laid out

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

Special Projects
➔ Manage the marketing budget and prepare updates for staff and the Board of Directors
➔ Collaborate with teams across regions to create Code Nation’s Annual Report

Who You Are
➔ Preferred 2 years professional experience in marketing, content creation 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 crafting materials that combine written language and images to drive desired actions
➔ 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 autonomously and see projects through to completion
Strong collaborator, capable of working with external consultants and internal 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, with a Flex spending account for out of pocket medical costs
- Annual Vacation time: 15 days paid vacation & 14 paid holidays/office closures
- 401k Retirement Plan

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.