

→ **Position Title:** Senior Manager of Communications and Marketing

→ **Position Status:** Full-Time

→ **Location:** New York City, Chicago or the Bay Area

ABOUT CODE NATION

Code Nation is a community of teenagers, technologists, teachers, business leaders, and other champions. A movement spanning cities, cultures, and industries, our community builds bridges across social and economic divides and unites people with the power to change each others' lives.

Code Nation equips students with the skills, experiences, and connections that together create access to careers in technology. With a volunteer teaching cohort of over 300 professional web and software developers and a network of school and company partners, we provide coding courses and work-based learning programs to students who attend under-resourced high schools. Our industry-aligned curriculum and vast network of supporters provide students with the tech skills and social capital they need to break into the tech workforce.

During the 2019-2020 school year, Code Nation pivoted to reach 1,630 students in 72 programs across the Bay Area, Chicago, and New York City, 100% virtually. Software developers collectively volunteered more than 45,000 hours to provide in-person and remote learning in support of Code Nation's mission in the San Francisco Bay Area, Chicago, and New York City.

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. We believe that anyone can learn to code, and everyone should have access to careers in the thriving tech workforce. Check out our latest commitment with CS for All to provide coding courses, workplace experiences, and industry mentorship with a focus on equity and representation for 1,200 students across New York City, Chicago, and the Bay Area by Summer 2021.

THE ROLE

Code Nation is seeking a Senior Manager of Communications and Marketing. While the Senior Manager of Communications and Marketing position has been open, a consultant has been supporting critical activities and has completed an assessment of the organization's communications-related strengths, threats, and opportunities, as well as a high-level integrated communications and marketing strategy that this position can build upon. The Senior Manager of Communications and Marketing will enter their role with overlapping support from this consultant to ensure continuity and a strong onboarding experience.

We are eager to identify a professional who is passionate about the work we are doing to challenge structural inequities in the tech sector and who has the skills necessary to enhance our capacity to tell our story to key audiences and to develop materials necessary to advance our program objectives. The Senior Manager of Communications and Marketing will be responsible for managing both our communications and marketing functions. They will report to the Development Director, will partner with a staff member in each of our program regions who will spend part of their time on communications and marketing work, and will have access to the resources necessary to hire creative consultants and vendors in support of their work.

In the first year, the Senior Manager of Communications and Marketing will create key structures that we are currently missing - an editorial calendar, structures to collect stories, identifying and training brand ambassadors to tell our story, and developing materials to support our program team in their work (recruiting school partners, company partners, volunteers, and student participants). Over time, the Senior Manager of Communications and Marketing will develop a broader vision for our communications and marketing in service of establishing Code Nation as an inclusive, pro-Black and antiracist organization that is part of a rich ecosystem of individuals and organizations that are challenging structural inequities in the tech sector. Ultimately, a candidate who assumes this position will be successful if they are a strong strategist capable of prioritizing and executing their actions thoughtfully, possess a depth of knowledge in some aspects of marketing and communications, and are capable of managing resources to supplement their skills and contribute to their own learning.

The salary range for this position is \$70,000 - 85,000.

RESPONSIBILITIES

The primary responsibilities will include, but are not limited to:

→ **Audience segmentation, message development, and brand stewardship:**

- ◆ Define the tone, messages, and voice for each of Code Nation's audiences
- ◆ Create personas to guide and prioritize communications and marketing activities as they relate to each core audience
- ◆ Steward the brand internally and externally

→ **Communications: Public Relations, Conferences, and Advocacy:**

- ◆ Create a plan for collecting, cataloguing, and broadcasting regional stories of impact:
 - Help staff identify powerful local stories
 - Calendarize and track events that will be interesting to press and external audiences
 - Create a repository for stories to use in social content, campaigns, outreach, etc.
 - Create a public relations plan that tells these stories to key audiences
- ◆ Determine and build brand ambassador plan and strategy:
 - Organize board members (national and regional), volunteers, and program alumni as ambassadors alongside the alumni manager, development team, and program staff and train them to speak to Code Nation's program with efficacy and authenticity
 - Create infrastructure to efficiently deploy brand ambassadors to influence donors, champions, influencers, decision makers, existing partners, and potential partners towards increasing support of Code Nation
- ◆ Situate CEO and other organizational leaders as leaders in tackling structural inequity in tech
- ◆ Map conferences and identify speaking and presentation opportunities. Develop a strategy to maximize the impact of resources (time and money) Code Nation are spending in these settings in service of strengthening Code Nation's brand
- ◆ Work in partnership with leadership to identify opportunities to join existing coalitions or convene new coalitions and determine whether and when Code Nation should engage in advocacy work
- ◆ Partner with development staff to clarify donor facing communications and provide support to ensure high quality external outputs

→ **Marketing content creation and dissemination:**

- ◆ Create and manage an organizational editorial calendar
- ◆ Manage the website improvement and maintenance
 - Expand the SEO/keyword search terms
 - Work on expanding website content per stakeholder audience
- ◆ Activate and define social media channels
 - Define which audiences are best reached through various channels
 - Create strong video content for social media channels with an eye on distinguishing between communications for brand awareness and marketing for programs
 - Build a long-term social media strategy with clear and measurable goals
- ◆ Partner with program staff to design and implement all materials necessary to recruit school partners, company partners, program volunteers, and student participants
- ◆ Partner with program staff on email marketing and email automation
- ◆ Identify and manage creative consultants and vendors

→ **Create and manage infrastructure to support communications and marketing execution across functions:**

- ◆ In partnership with regional staff, create a vision for how to best support programmatic communications and marketing needs grounded in capacity building (both doing on behalf of and supporting staff to do on their own)
- ◆ In partnership with the development team, create a vision for how to best support donor facing marketing and communications grounded in:
 - Development team telling coherent stories across donor audiences
 - Managing the creation of key pieces of donor facing collateral
 - Coaching of development team to own communications to relevant donors
- ◆ Support other Code Nation staff members responsible for running town halls and producing internal communications (e.g. internal newsletter, organizational responses to world events, etc.) in order to increase transparency and alignment across the organization

SKILLS AND QUALIFICATIONS

Success in this position will require, but not be limited to, the following proven experiences and competencies:

→ **What you've accomplished (required):**

- ◆ Held a role where you've been responsible for creating and driving strategies within the marketing and/or communications functions
 - ◆ Been a key player in managing a brand internally and externally over a substantial length of time, either as an individual contributor or part of a team
 - ◆ Successfully built capacity in others (e.g. development staff, program staff, etc.) to implement communications and/or marketing initiatives
 - ◆ Successfully managed or supported at least one communication channel: social media, earned media, owned media, and/or website. Experience managing all four preferred.
- **Skills you have developed and knowledge you have acquired:**
- ◆ Ability to successfully manage projects, internal stakeholders, external stakeholders, and vendors
 - ◆ Ability to build deep and authentic relationships across the organization
 - ◆ Ability to manage staff to outcomes when they do not report into you
 - ◆ Ability to segment and plan for multiple audience segments
 - ◆ Ability to identify and leverage multiple communications and marketing channels to successfully speak to an audience segment
 - ◆ Fluency and deep comfort communicating about issues pertaining to diversity, equity, and inclusion
 - ◆ Capacity to build and execute a creative, effective, and integrated multi-channel communications plan that incorporates earned and owned media
 - ◆ Ability to create publish-ready work product that is clear, concise, and stylistically aligned
 - ◆ Understanding of communications and marketing best practices on social media and web platforms (e.g. content creation, strategy, SEO, analytics, etc.)
 - ◆ Ability to train and support others to create strong communications outputs
- **How you work and what you value:**
- ◆ Deep commitment to diversity, equity and inclusion
 - ◆ Comfort with ambiguity while finding the responsibility of driving towards clarity energizing
 - ◆ Enjoy iterative work
 - ◆ Self starter and entrepreneurial. Comfortable with failure with learning as a path towards success
 - ◆ Enjoys working on a team and operates in a way that will build trust with teammates
 - ◆ Driven towards measurable results

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:

- Medical, Dental and Vision Insurance and a Flex spending account for out of pocket medical costs
- Generous Time Off policy-15 days of paid time off & 14 paid holidays/office closures
- 401k Retirement Plan

TO APPLY

Code Nation is partnering with RCG Talent Solutions to find our next Senior Manager of Communications and Marketing. Please follow [this link](#) to submit your application and direct all questions to Aramis Grant (aramis@rcgtalent.com).

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. BIPOC individuals are encouraged to apply.