



POSITION: Manager of Communications

REPORTS TO: Senior Director of Operations

STATUS: Full-time

The Manager of Communications will lead the Children Scholarship Fund Philadelphia's (CSFP) communication strategies for the organization to ensure that unified, consistent, and positive messages define and promote CSFP's identity and mission. This position works closely with individuals from all CSFP teams.

RESPONSIBILITIES

- Identifies and capitalizes on opportunities to promote and positively represent the organization through internal and external communication in partnership with the development and program teams.
 - Manages all aspects for the marketing of the scholarship program, including print and digital advertising.
 - Works with CSFP team to maintain and update website, including development of web forms.
 - Develops email marketing calendar and leads creation of content in Constant Contact.
 - Develops and implements social media strategy to reach all target audiences, including development of engaging content.
 - Assists with designing and implementing communications plans for development events and appeals.
 - Provides communication support for all events, including drafting press releases, speeches, and talking points.
 - Oversees Annual Report process and works with development team on content and production.
 - Seeks public relations opportunities for CSFP leadership to share the organization's mission.
- Develops and implements policies and procedures for communicating on behalf of the organization that represents the CSFP identity, and promotes and supports the organization's mission.
- Supports the Senior Director of Operations in executing all communications objectives of the strategic plan, including targeted marketing efforts.
- Drafts proposals for special communications projects; presents on and promotes these projects to leadership team.
- Seeks new methods and creative strategies to increase internal and external awareness of key events and changes in the organization including the launch of new projects, special events, local community service, and other topics of interest.
- Represents the company in a variety of settings, always promoting the company in the best possible way.
- Maintains relationships with external vendors, web designers and developer, outside PR agency, printers, and advertising outlets.

POSITION REQUIREMENTS

While no one candidate will possess every quality outlined for this position, a successful candidate will bring many of the following qualifications and personal attributes:

- Bachelor's degree and 3- 5 years' progressive experience in communications and marketing, or an equivalent combination of education and experience
- Experience working with and conducting outreach to communities of difference is highly preferred
- Excellent computer skills (proficiency in Microsoft Office Suite, Adobe Creative Suite, social media tools; Google analytics; online email platforms like Constant Contact and some design software experience)
- Strong writing, editing, proofreading, layout, and design skills
- A demonstrated ability to complete projects independently and a track record of taking initiative
- Excellent organizational skills and project management, including capacity to balance multiple projects and competing priorities
- Strong creative thinking skills and ability to brainstorm new ideas independently and as part of a team
- Team player: ability to work across the organization
- Mission-oriented and interested in, or knowledgeable about, Philadelphia education, access to education for all, education reform, and/or tax credit-funded scholarship opportunities
- Understanding of donor stewardship and donor recognition
- Preferred qualifications: Word Press experience; some fundraising CRM experience; proficiency in video editing and InDesign

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

All CSFP staff members currently are working from home due to the ongoing COVID-19 pandemic. Employees are required to show proof of vaccination against COVID-19 to be eligible for employment.

Certain abilities to physically perform the duties are required, such as:

- Must be able to sit for extended periods of time in a chair, either at a computer or community event.
- Must be able to work successfully in both an in-office and work from home environment.
- Must be able to assist with events, which includes lifting up to 35 pounds, bending, reaching, climbing and standing.

BENEFITS AND COMPENSATION

CSFP offers competitive compensation packages that are commensurate with an individual's experience and education. CSFP offers all employees the following benefits:

- 100% employer-paid health, dental, and vision coverage
- A generous paid annual leave policy, including 3 weeks of vacation, 2 weeks of sick leave, 3 personal days, 1 floating holiday, 7 holidays, and a company-wide winter break at the end of December
- Early dismissal on all Fridays during the summer
- 401K plan with 4% employer match after 3 months of service
- Employer paid life insurance

- Access to additional employer sponsored benefits.

EQUAL OPPORTUNITY EMPLOYMENT POLICY

CSFP is committed to a diverse and pluralistic workplace. We strongly encourage applications from all qualified individuals. As such, CSFP is committed to a policy of equal employment opportunity for all applicants, employees, volunteers, and interns. CSFP prohibits discrimination based on an individual's race, color, religion, gender, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, or any other basis protected under applicable law.

HOW TO APPLY

Email your cover letter and resume to resumes@csfphiladelphia.org. Reference this position title in the subject of your email. Your cover letter should include a statement about why you are interested in this specific position and CSFP, as well as any additional professional or personal experience that informs your qualifications for this position.

Writing samples and/or portfolios will be required and requested at a later date.

ABOUT CSFP

Children's Scholarship Fund Philadelphia (CSFP) is a privately-funded program whose mission is to provide children from under-resourced Philadelphia families with financial access to quality, safe, K-8th grade, tuition-based schools, thereby increasing their long-term economic and social success. CSFP grants need-based, partial scholarships through a random lottery. CSFP currently serves more than 5,000 children enrolled at over 160 private and parochial schools.