

**Job Opportunity: Sr. Manager of Marketing and Communications-** Glen Allen, VA (Innsbrook)

*Partnership for the Future (PFF)* is a college access and college success program committed to closing the wealth gap for our students through access to higher education and educational equity. Our mission is to prepare high-achieving high school students for success in college *and beyond.* Partnership for the Future serves over 500 high school and college students annually. We primarily serve first-generation, low to moderate-income, African American students and students of color.

PFF offers our students year-round programming, including a paid summer work experience. High School participants attend or are zoned for one of our 17 partner high schools in the Richmond region and apply to our program during their freshman year. During the academic year, PFF students participate in college preparatory and personal development workshops, meet with PFF staff for individual mentoring, and attend college tours.

PFF is seeking a **Marketing and Communications Senior Manager** to lead our internal and external branding and communications strategy, which includes media and public relations, internal communications, brand marketing, digital and social media, and the development of collateral to build brand awareness. The position will work directly with the CEO to design and manage our three main social media channels, serve as our chief storyteller, ensure internal and external collateral and templates adhere to our branding guidelines, and execute our year-round marketing plan. The successful candidate will execute various internal and external communications activities to elevate our brand awareness. The hours for this position are primarily Monday-Friday, 8:30-5:00 p.m., with occasional nights, weekends, and overnights required. This is a hybrid position, and staff typically work remotely one to two days a week. PFF offers a competitive benefits package that includes medical, vision, life insurance, 14 paid holidays, and three weeks of PTO annually.

Duties include:

* Develop key messaging to ensure consistent language and terminology across all media.
* Capture key program activities and identify opportunities to showcase current students and alumni.
* Establish relationships with local and national (where applicable) media professionals to increase overall brand recognition.
* Maintain our website and ensure the information listed is accurate and up to date.
* Create and distribute key marketing collateral/templates and newsletters to stakeholders, volunteers, and alumni.
* Support the development team by creating sponsorship decks and sponsor activations/recognition.
* Provide strategic direction and management of our student social media ambassador team.
* Serve as staff lead to the Board of Directors Marketing and Communications Subcommittee.

Qualifications:

* Bachelor’s degree required.
* Five or more years of experience in a related position/field.
* Strong interpersonal, oral, and written communication skills.
* Excellent problem-solving skills.
* Experience creating and managing content across a range of marketing channels.
* Proven track record of successful marketing and communication campaigns.

Qualifications continued:

* Graphic design experience with Adobe Creative Suite and Canva preferred.

Ability to develop and edit video content primarily for social media platforms such as Instagram and TikTok.

* Website design and management experience (UX/UI and Wix CMS) preferred.
* Data analytics and metric retention for SEO and website performance and usability.
* Non-profit experience preferred.

Ideal Candidate:

* Experienced Marketing and Communications professional with a proven track record of success.
* Strategic thinker and implementer who can create campaigns that elevate the PFF brand.
* Seasoned storyteller leveraging both digital and print mediums.
* Commitment to excellence and keen attention to detail.
* Ability to work collaboratively across cross-functional teams, solve complex problems, meet deadlines, and work with consultants to complete marketing projects and initiatives.
* Works well in a team environment and manages projects/programs independently.
* Positive personality and enjoy interacting with students.

For more information about PFF: [https://www.partnershipforthefuture.org/](https://www.partnershipforthefuture.org/%20%20)

**Salary:** This is a full-time exempt position with a minimum starting salary of $55,000/yr.

\*Candidates must have access to an automobile due to the amount of local travel required for this position.

**Interested applicants email resumes and cover letters to Amy Williams at** [**amy.williams@areteconsultinggroup.com**](mailto:amy.williams@areteconsultinggroup.com) **with the subject line “PFF Sr. Manager of Marketing and Communications”. Position opened until filled.**