

## Engaging Minds Job Posting



**Position:** Marketing Communications Manager

**Position Details:** The Marketing Communications Manager is a part-time, hourly position.

### **Company Description:**

Established in 2010, Engaging Minds offers one-on-one tutoring for students in elementary through high school to help them develop and refine the executive function skills that allow them to succeed in school and life. The company's mission is to provide students with learning skills and strategies to become motivated, independent, and confident learners. Instructors at Engaging Minds teach students *how* to learn, employing a methodology that is specifically designed to instill critical thinking skills, learning strategies, and problem-solving skills that students can apply across multiple disciplines. Engaging Minds instructors take time to get to know each student and to develop a personalized learning plan to meet his or her needs. By helping students find academic success early and often, students increase self-confidence and enhance intrinsic motivation, which sets them on a path toward achieving their full potential in school and throughout their lives. In addition to one-on-one tutoring, Engaging Minds also offers professional development workshops and ongoing learning and development for adults who work in the fields of education, counseling and youth development.

### **Position Summary:**

The Marketing Communications Manager is responsible for driving the company's brand, communications, and messaging. He/She works cross functionally to ensure that there is a consistent presence for Engaging Minds across all of its external communications and platforms and is responsible for delivering written materials to support client development and retention.

Reporting to the President, the Marketing Communications Manager position is a part-time, hourly position. The position requires approximately 5-10 hours per week for 50 weeks throughout the year. The Marketing Communications Manager role is located in Newton, MA and candidates should be in the Boston area, but the work can be done from home on occasion or onsite at the Engaging Minds offices.

### **Principle Responsibilities**

#### **Marketing Strategy, Planning and Reporting - 20%**

1. Craft, implement and track the results of a strategic marketing plan targeted at telling Engaging Minds' compelling story, engaging new customers, and elevating the organization's profile. The plan will include all aspects of marketing and communications including digital, social, communications, PR and other campaigns to engage customers.
2. Develop and maintain a communications calendar to keep the team organized and to target key audiences with timely messages.
3. Ensure consistency and accuracy in the way that Engaging Minds delivers its core messages.
4. Establish a planning and reporting structure on each marketing and communications initiative to determine how well we are meeting and measuring the goals of our outreach and messaging.
5. Own and drive the company's brand, including updating and sharing the style guide.
6. Oversee and manage organization's contact management database in collaboration with the President, Director of Operations, and Business Development Manager.

#### **Digital Marketing, Social Media and Website - 40%**

1. Manage the organization's website and social media accounts, including making regular updates and posts.



2. Collaborate with the Business Development Manager to utilize social media tools for advertising, customer cultivation and reaching target audiences, especially on Instagram and Facebook.

### **Newsletter, Blog, One-Pagers and Brochures, and Other Communications – 40%**

1. Write and deliver high-quality and regularly scheduled external communications, segmented by the target audience, through vehicles like newsletters, blogging, and other external communications.
2. Work with the team to create and then utilize communications vehicles (e.g. one-pagers, brochures, website, etc.) that reflect a consistent brand and message for Engaging Minds.
3. Collaborate with other leaders at Engaging Minds to develop a consistent brand presence for the curriculum and training materials that are distributed both internally and externally at professional development workshops and trainings.
4. Work with the Site Coordinators, Director of Operations and Lead Educators to develop and guide relevant internal communications.

### **The Ideal Candidate**

The ideal candidate is an experienced marketing professional with a minimum of two years' experience in a marketing or communications role preferably in a small company or entrepreneurial environment. He/she should have a data-driven approach to marketing and communications efforts and how they are planned and evaluated. The ideal marketing and communications candidate has exceptional writing and editing skills and has proven success using social media to engage customers. He/She has a "roll up your sleeves" attitude toward work and is eager to thrive in an environment where the role requires equal parts of strategy and execution as part of a collaborative team.

### **Qualifications:**

- A bachelor's degree or equivalent experience required.
- Exceptional written and verbal communication skills
- Demonstrated experience using social media as a marketing and business development tool.
- Demonstrated ability to think strategically around brand, messaging and communications.
- Demonstrated experience developing and measuring the success of marketing campaigns, brand-building initiatives and communications plans.
- Demonstrated experience using data and metrics to drive outreach strategies.
- Highly organized and detail-oriented, with the ability to keep multiple projects/initiatives active at once.
- Independent critical thinking and creative problem-solving skills.
- Comfort with holding oneself and others accountable to high standards.
- Confidence to manage relationships with clarity, firmness and purpose, while maintaining high professional standards. Experience exercising discretion and independent judgment in interactions with staff and customers.
- Ability to work cross-functionally within the company to set and achieve collective goals.

### **Compensation:**

Compensation for the Marketing Communications Manager is negotiable and will be commensurate with experience within market rates for marketing professionals. The position is not eligible for benefits.

### **How to Apply:**

Send an email with a thoughtful cover letter, your resume and two professional writing samples to demonstrate different marketing skills to [jobs@engagingmindsonline.com](mailto:jobs@engagingmindsonline.com) with "Marketing Communications Manager" in the subject line. Please tell us how you heard about the job. No phone calls, please. For more information on Engaging Minds please visit our website at [www.engagingmindsonline.com](http://www.engagingmindsonline.com).

*Engaging Minds is an Equal Opportunity Employer and encourages applicants from diverse backgrounds.*

