



Communications and Branding Manager

826 Boston is a nonprofit youth writing and publishing organization that empowers traditionally underserved students ages 6-18 to find their voices, tell their stories, and gain communication skills to succeed in school and in life. Our high-impact programs are based on the understanding that great leaps in learning can occur with one-on-one attention, and that writing skills are fundamental to future success.

826 Boston is part of a national network of youth writing centers, founded by the award-winning author Dave Eggers, which was voted one of the top 30 companies to work for by *Good Magazine*. In 2013, the 826 network garnered the prestigious American Literacy Prize awarded by the Library of Congress. Since opening in 2007, 826 Boston has delivered its free youth writing and tutoring programs to more than 22,000 students. 826 Boston's youth writers have published their work in *The New York Times*, *The Boston Globe*, and in numerous award-winning 826 Boston books, including *A Place for Me in the World*, which was hailed as a "triumph of middle school education" by *The Boston Globe*.

826 Boston is seeking an experienced manager to lead its communications and branding efforts at a pivotal period of growth for the organization. The Communications and Branding Manager role is a full-time, exempt position that reports directly to the Associate Director of Development. 826 Boston is an equal opportunity employer committed to being a multicultural organization. Candidates from diverse backgrounds are encouraged to apply. For more information, please visit <http://www.826boston.org>.

Primary Responsibilities:

Communications

- Execute online communications plan; create an editorial calendar for email and web content
- Write, edit, and disseminate email communications with 826 Boston supporters; build, manage, segment, and maintain email lists in Mailchimp
- Research best practices and oversee the Marketing and Events Specialist to implement a plan to customize email communications based on donor data
- Manage the publication of the annual report
- Oversee all content creation for the organization's social media platforms
- Manage website content, including timely updates to reflect news, events, and programmatic information

Branding/Design

- Coordinate with program and development team members to ensure branding integrity across all print and online publications; Maintain an organizational style guide, and proofreading protocol; onboard all team members on its use

- Participate in and inform concept discussions with staff and contracted designers; interface with designers during design processes for student-authored books and event and organizational collateral
- Coordinate the creation of templates as needed for print and online materials, for both the development and program teams to adapt; consult on materials as needed (e.g., in-school event programs and flyers)
- Assist with final proof process for 826 Boston publications, with support of marketing VISTA and interns
- Support program staff efforts across all 826 Boston Writers' Room sites to maintain consistent brand in physical spaces

Events

- Support the creation of materials for fundraising, community and programmatic events, including three major fundraisers per year
- Supervise the Marketing and Events Specialist to represent 826 Boston and recruit volunteers and donors at the Boston Book Festival
- Oversee a team to spread awareness about 826 Boston on 826 Day, including ensuring that 826 Boston books are sold in local bookstores
- Manage VISTA member to oversee 826 Boston's author events and collaborations with area bookstores

Marketing/Store Management

- Oversee retail storefront (in-store and online) and lead associated staff and service members in monthly store meetings; train and orient store interns, volunteers, and service members so that they are fluent in store procedures and able to serve as ambassadors for 826 Boston's mission and programs
- Manage VISTA member to stock store products, track sales using in-store and online point-of-sale system, and produce monthly sales reports for organization's bookkeeper, ensure store shifts are covered
- Maintain content for online retail store, including photography and catalog descriptions

Management

- Directly supervise and onboard the Marketing and Events Specialist and complete associated AmeriCorps VISTA supervision reports.
- Supervise and onboard marketing, communications, and graphic design interns

Qualifications

- 3+ years of personnel and project management experience
- Strong verbal and written communications skills, exemplary proofreading skills
- Must be able to work independently, adapt to changing priorities and multi-task to meet deadlines
- Excellent organizational skills and attention to detail
- Proficiency with Salesforce preferred
- 2+ years in creative design, ideally including expertise with WordPress, InDesign, Illustrator, PhotoShop, MailChimp, and/or photography
- Experience in a retail environment with a point-of-sales system preferred
- Enthusiastic belief in the mission of 826 Boston

- Promotes a development culture throughout the organization, identifying opportunities to both raise funds directly as well as imbue every aspect of the 826 Boston with a philanthropic culture
- Ability to participate in open communication to build community and foster team goals inclusive of the advancement of diversity, equity, and inclusion initiatives

Core competencies associated with this role:

- Develops project and/or team-wide work plans with goals and interim milestones to manage resources, time, and people efficiently and effectively
- Provides appropriate level of day-to-day support to team, differentiating styles based on individuals/assignments
Sets up strong collaboration structures and ensures roles and responsibilities are clear
- Shares information and decisions with staff and managers in a transparent and timely manner
- Fosters a strong and inclusive team identity with productive relationships, high morale, and a relentless focus on the organizational mission

Application Instructions: To apply, please send a résumé, brief cover letter, and a two- to three-page writing sample to Jenna Leschuk at [hiring@826boston.org](mailto: hiring@826boston.org). Deadline to apply is July 6, 2018.