



Marketing and Communications Manager

CodeVA is a thought leader in the K-12 education community, developing and delivering engaging computer science content for learners and educators. We are a growing 501(c)(3) non-profit organization based in Richmond, Virginia, committed to retaining the core values that align our work with the organization's mission. CodeVA is committed to equitably supporting learners and educators, building sustainable and collaborative communities, and employing creativity and problem-solving to support the changing educational landscape. Our funders and partnerships include Amazon, Capital One, Google, Meta, The Commonwealth of Virginia, The National Science Foundation, and many other companies, government agencies, and partners who value the need for a computer science-ready workforce.

The Marketing and Communications Manager will be the creative force and strategic mind behind our organization's public presence. This role is responsible for shaping and communicating our brand's story across all platforms, from social media to press releases, ensuring a cohesive and impactful message. The ideal candidate will have a deep understanding of CodeVA's mission, leading efforts in marketing strategy, brand management, public relations, and content creation and evaluation to amplify our work and connect with diverse audiences across Virginia.

Job Responsibilities

Strategy Development:

- Maintain an overall understanding of the mission, audiences, services, goals, and activities of the organization, in order to effectively tell our story
- Develop and implement marketing and communication strategies to promote the organization's mission, programs, and fundraising activities
- Create annual marketing and communication plans with clear goals, timelines, and budgets
- Manage the organization's master programming and event calendar

Brand Management:

- Along with the Director of Advancement, develop a CodeVA brand that is well-known, strong, authentic, connects emotionally with all stakeholders and attracts attention
- Ensure consistent and cohesive brand messaging across all platforms and materials
- Oversee the design, production, and maintenance of marketing materials and collateral, to include brochures, swag, newsletters, annual reports, and publications

Digital Marketing:

- Manage the organization's website, creating and updating content regularly, to ensure the site remains up-to-date and engaging
- Develop and execute social media strategies to increase engagement and followers on established and new platforms
- Analyze digital marketing metrics and adjust strategies as needed to optimize performance

Public Relations:

- Cultivate relationships with media outlets, journalists, and influencers to generate positive coverage of the organization
- Write and distribute press releases, pitch stories, and manage media inquiries

Content Creation:

- Coordinate the creation of content for various platforms
- Coordinate the design, writing, and production of all marketing materials with each Division/Department
- Develop and manage a library of marketing content, including images, videos, and promotional materials

Event Marketing and Advancement Activities:

- Support the planning and promotion of fundraising events, community outreach initiatives, and other special events
- Create event marketing materials and manage event-related communications
- Work closely with the Advancement team to support donor and sponsor acquisition and retention efforts
- Support the creation and implementation of a subscription portal and ensure that it stays on brand, and that the content is accessible and engaging

Job Qualifications

- Bachelor's Degree OR equivalent work experience
- 2-5 years of experience in digital marketing
- Proficiency in digital communication strategies and automation
- Proficiency in written communication and online engagement
- Experience in using Photoshop, Illustrator, Procreate, or similar
- Basic knowledge of HTML and CSS is preferred, though not required
- Professionalism and customer focus
- Clear and effective communication skills
- Excellent writing and editing skills
- Strong time-management and organizational skills
- Proficiency with Microsoft Office and Google Suite
- A strong commitment to community service, in particular through public education

Physical Qualifications

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Prolonged periods of sitting at a desk and working at a computer
- Use hands to finger, handle or feel
- Reach with hands and arms
- Occasionally stand and walk
- Occasionally lift up to 15 pounds

Benefits and Salary

Salary: \$60,000 - \$65,000

CodeVA offers a generous benefits package for full-time eligible employees, including 100% company provided health insurance base plan, with an option for employees to upgrade to a platinum plan, fully covered dental insurance, vision insurance, life insurance, accidental death and dismemberment insurance, short-term and long-term disability insurance, as well as generous holiday, sick, and vacation pay.

Equal Opportunity Employment

At CodeVA we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. CodeVA believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

How to Apply

Submit your resume and cover letter to HR@codevirginia.org no later than Monday, September 9, 2024. Please indicate "Marketing and Communications Manager" in the subject line of your email. Evaluation of submissions will begin immediately. Please no phone calls or in-person drop-offs. Only email submissions will be reviewed.