



New York, NY  
**Communications Manager**

PENCIL is seeking to hire a highly motivated and ambitious professional to serve as our Communications Manager who will be responsible for owning, creating and executing PENCIL's communication strategy. The full-time position will manage and create internal and external communications aligned with PENCIL's mission to supporters, school and business partners, students, and the public at-large.

**THE ORGANIZATION**

In 1995, PENCIL launched Principal for a Day®, an annual event designed to raise awareness about public education by having civic and business leaders serve as visiting principals in New York City schools. Twenty years later, PENCIL continues to connect expertise from the business community to build public school capacity and put students on the path to college and career success.

Business leaders in PENCIL's network can deepen their impact by engaging in two core programs:

- The PENCIL School Partnership Program creates and supports partnerships between business and school leaders that leverage their collective energies to foster strong school leaders and prepare students for college and career success. PENCIL serves as a critical liaison in these partnerships, helping to recruit and match businesses with schools and providing hands-on support in the design, implementation, and evaluation of partnership activities.
- The PENCIL Internship Program is a competitive career readiness program for NYC high school juniors and seniors, as well as college students. PENCIL trains and places talented, high need students in internships in businesses throughout the city in order to provide deserving students with critical workplace experiences and skills. PENCIL provides training to both students and business volunteers to make sure that students can get the most from their internships. PENCIL is a provider for the NYC Department of Youth and Community Development's Ladders for Leaders program.

**POSITION OVERVIEW**

The Communications Manager will take ownership of creating and executing PENCIL's communication strategy to expand the organization's brand visibility and recognition with the wider community of donors and partners. The position is responsible for developing and executing the communication strategy with support from key team members, including a part-time Communications Assistant. The Communications Team will be responsible for managing the organization's print, web, and social media. The ideal candidate will: (1) articulate the organization's mission and programs to a wide-range of audiences with clarity via both verbal and written communication efforts (2) possess a demonstrated track record of strong writing and project management skills, and will be a strategic thinker. This position will report to the Vice President of Development & External Relations and will collaborate across all areas of the organization as well as external parties (e.g., business partners and external media consultants).

**RESPONSIBILITIES:**

- Further develop, oversee and execute PENCIL's communication strategy and tools (e.g., branding guidelines, talking points, etc.) and ensure all PENCIL communications (both internal and external) align with that strategy
- Further develop, oversee and execute PENCIL's website and e-newsletter strategy, including managing and creating original content for website and newsletter, authoring content for PENCIL's blog, and website maintenance
- Promotes PENCIL's mission, programs and fundraising initiatives through strategic online and social media campaigns.
- Oversees and executes PENCIL's social media strategy to increase engagement, including managing and being the lead author for PENCIL's social media accounts
- Manages PENCIL's relationship with external media consultants
- Develops and maintains organizational communication guidelines and best practices

- Develops and manages a process and a communications calendar across PENCIL staff to generate and update content for external communications, including testimonials, photos and videos
- Crafts key documents for the organization (e.g., Board reports, communications from PENCIL's President, Annual Report, e-blasts, etc.) in collaboration with other PENCIL staff
- Collaborates with PENCIL Development and Programs teams to create compelling fundraising materials
- Supervises a part-time Communications Assistant
- Prioritizes projects in order to meet deadlines
- Participates in occasional evening or weekend work as needed to ensure success
- Other activities as determined by his/her supervisor and PENCIL's leadership team

*The ideal candidate will possess:*

- Excellent written and verbal communications skills with a proven track record of writing clear, structured, articulate, and persuasive short communications (e.g., one-pagers, articles, press releases, blog posts); strong editing and proofreading skills
- Demonstrated exceptional organizational and project management skills, with excellent analytic and research skills including experience using online databases and other sources to locate information
- Experience with website design platforms (e.g., Word Press)
- Fluency using social media platforms (Twitter, Facebook, LinkedIn, Instagram) and content management systems (i.e., SproutSocial, HootSuite, etc.)
- Fluency in analyzing social media metrics and using insights to build strategy, content, etc. (i.e., Facebook Insights, Google Analytics, etc.)
- Proficiency with search engine marketing & search engine optimization a plus (SEM & SEO)
- Fluency with Microsoft Office (Excel, Word, PowerPoint); database software such as Salesforce a plus
- Proficiency editing and implementing digital photos, videos, etc. Using audio visual equipment (digital single-lens reflex camera, video camera) a plus
- Ability to operate with purpose, urgency and accuracy in a fast-paced, deadline-driven environment, and to stay calm under pressure
- Creative, proactive and solution-oriented strategic thinker, who is comfortable with ambiguity
- High level of optimism, personal responsibility, and drive towards excellence
- Passion for improving public schools and increasing opportunities for underserved youth

**Qualifications and Experience:**

- A minimum of 3-5 years of work experience in a communications role creating and editing content for a variety of media; photography and videography experience; Google analytics experience.
- Experience with a non-profit organization a plus
- Experience working as a high performing, individual contributor within a team-based structure
- Bachelor of Arts in Communications, English, Literature or Journalism, or combination of education and experience in a similar capacity

**COMPENSATION**

Compensation will be commensurate with experience and qualifications. Benefits include a generous health insurance plan, a retirement plan, as well as vacation and sick leave policies.

**TO APPLY**

Please email a cover letter and resume to [opportunities@pencil.org](mailto:opportunities@pencil.org) with the subject line "Communications Manager."

Applications will be accepted until the position is filled.

*PENCIL is strongly committed to the principle of equal opportunity for all individuals. PENCIL will make all employment decisions without unlawful discrimination on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, veteran status, or any other status projected by law.*