



Communications Manager

New York City schools are filled with students who have potential and ambition to go far, and we envision a city filled with students whose opportunities match their ambitions. Since 1995, PENCIL has played a critical role in bringing together business professionals, educators, and students to open eyes, open minds, and open doors. PENCIL makes it easy for business professionals, educators and students to work together—in schools and the workplace. Our hands-on programs, including in-school partnerships, mentoring, internships, and immersive experiences like Principal for a Day[®], create targeted opportunities to make a real difference in the classroom and beyond.

PENCIL is committed to creating a workplace that respects and values diversity, and to creating an inclusive environment for all employees. We strongly encourage candidates who represent the communities we serve to apply. PENCIL is an Equal Opportunity Employer and will make 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 protected by law. All employment is decided on the basis of qualifications, merit, and business need.

The Communications Manager plays a critical role in the development, maintenance, and execution of content for all PENCIL communications including social media, the website, and external facing collateral. This role manages PENCIL's brand in the digital space, creating innovative messaging and activations that engage PENCIL stakeholders as well as influencers across multiple platforms. This person serves as the social media content generator and channel expert whose ultimate goal is to communicate our brand positioning, boost engagement, and increase followers primarily among a corporate audience. They will ensure that messaging supports PENCIL brand and is executed consistently across all materials and products representing the mission and impact of PENCIL.

This full-time office-based position reports to PENCIL's Vice President & Chief Strategy Officer and works closely and collaboratively with all members of the PENCIL team, especially the programs and development teams.

RESPONSIBILITIES

Manage all of PENCIL's social media channels (Instagram, Twitter, Facebook, LinkedIn, etc.):

- Execute social media strategy and innovate programs for content marketing efforts.
- Post across social media channels at least 3-5 times a week
- Develop social media content calendars to highlight PENCIL's brand and impact.
- Develop and maintain relationships with mission-relevant social media influencers for inclusion in PENCIL's social channels.

- Use best practices for social media to assist with the expansion of the brand by increasing corporate followers and engagement across all social platforms.
- Generate discussions with and respond to questions from the PENCIL community on social channels as a way to deepen the relationships with PENCIL followers.
- Proactively seek out new ideas that increase engagement and brand visibility.
- Regularly attend PENCIL programs to capture, curate and share compelling video and photo featuring students, volunteers, and partners
- Implement PENCIL's social media guidelines as related to cultural and social issues to both celebrate moments/holidays as well as respond to current events.

Activate PENCIL's network through social media:

- Create relationships with PENCIL partners and students to generate organic user-generated content.
- Provide support, guidelines, and templates for the PENCIL community to become actively engaged with the organization on social media.
- Regularly engage with partner companies and school social media channels
- Collaborate with the corporate relations team to identify and engage partner leads through LinkedIn.

Product design & dissemination:

- Work across PENCIL teams to create communications assets as needed.
- Develop print, graphic and video collateral that aligns with PENCIL's ongoing campaigns highlighting organizational history, impact, and goals.
- Regularly update PENCIL's website including the homepage, blogs and events, student/volunteer testimonies and program information
- Utilize social media channels and the PENCIL website to disseminate communications products and showcase long-form content.
- Project manage communication components such as videos and graphics for virtual/in-person fundraising events (i.e., the gala)
- Collaborate with partners to share PENCIL stories with local press.

Evaluate and assess communications strategies to scale and replicate best practices:

- Use data, trends, and insights from both external and internal sources to inform strategy.
- Produce quarterly reports to gauge PENCIL's brand health and reach across channels.
- Maximize plans to increase both engagement and followers.
- Report on all metrics related to social media strategy, including but not limited to:
 - Social follower growth
 - Engagement rate
 - Traffic from social channels
 - Number of user generated posts monthly
 - Number of ambassadors posting about PENCIL regularly.

Additional duties as needed. Occasional evenings to participate in events may be required.

QUALIFICATIONS

- 3-5 years of experience in social media management and communications product development, ideally in a non-profit environment
- Expertise in content development and marketing
- Fluency in digital marketing, including an understanding of building brands and communities through social media.
- Experience with WordPress and basic website content management
- Familiarity with Canva and Adobe InDesign
- Exceptional communication skills
- A strong sense of creativity and keen eye for design
- Strong relationship building skills.
- Experience working across various teams and departments.
- Ability to work in a collaborative, cross-functional organization and with diverse stakeholders.
- Commitment to PENCIL's mission and public education

COMPENSATION

Salary range for this position starts at \$58,500. PENCIL also provides a generous benefit package which includes:

- Medical, prescription, dental and vision insurance for you, your spouse or domestic partner and dependents
- A retirement plan with employer matching
- Commuter benefit and flexible spending plans
- Professional development stipend
- Annual paid time off for holidays, vacation and sick
- Short and long-term disability and paid family leave.

TO APPLY

Please email a cover letter and resume to opportunities@pencil.org with the **subject line: "Communications Manager"**. Please include how you heard about the position for our tracking purposes. Applications will be accepted until the position is filled.