

**Title:** Marketing and Communications Manager

**Reports to:** Director of Philanthropy

**EMBARC BACKGROUND:**

Embarc's mission is to cultivate postsecondary success by inspiring students to build their social capital, stretch the boundaries of their neighborhood, alter their worldview, and seize opportunities in school and life. Embarc is regarded as one of the most exciting nonprofits in Chicago that specializes in combining a robust curriculum with immersive, hands-on learning experiences that connect students to multiple sectors of the Chicago community to drive academic skills and close the opportunity gap.

Since its inception in 2010, Embarc has served nearly 8,000 students who have achieved an average 95% graduation rate and 90% overall postsecondary success. Embarc has grown from serving 25 students in 2010 to nearly 4,000 students in the 2021-2022 school year in 20 high schools across Chicago Public Schools (CPS).

**POSITION OVERVIEW:**

The Marketing and Communications Manager will join a six-person Development team and be responsible for promoting Embarc's work and impact.

**KEY RESPONSIBILITIES:**

- + Develops marketing and communications plans for the organization with guidance and direction from the Chief Development Officer and Director of Philanthropy.
- + Creates and/or reviews all external-facing communications, including but not limited to: event invitations, e-newsletters, social media posts, and press releases. Creates content that brings Embarc programming to life.
- + Manages social media content and strategy.
- + Builds opportunities for local media and influencers to learn about Embarc.
- + Builds and maintains relationships with relevant local press and reporters.
- + Draft remarks for all speaking opportunities involving the CEO or Board members.
- + Acts as a first point of contact to represent Embarc with local and national press.
- + Identifies and pursues cross promotional opportunities between Embarc and similar organizations or corporations who support our work.
- + Lead project manager on annual fundraising video.
- + Works with a variety of contract photographers to refresh photos used for external purposes.
- + Performs other related work as needed.

**SKILLS, EXPERIENCES, AND COMPETENCIES:**

- + Knowledge and skills developed through 2+ years of working in a related discipline.
- + Strong social media experience.
- + Basic design skills and ability to work in Canva independently.
- + Experience developing and delivering presentations.
- + Ability to prepare compelling written and oral communications.
- + Ability to consult and interact with the highest levels of corporate leadership.
- + Forward thinker with a track record of utilizing new methods of constituent engagement and connectivity.
- + Handle challenges and change with composure.
- + Effective storyteller with the ability to articulate what is inspiring and impactful about Embarc.
- + Comfortable managing multiple, competing priorities.

**COMPENSATION AND BENEFITSX**

- + Salary range is \$65,000-\$70,000
- + Full Time 9-5 work hours
- + Remote work, but will occasionally need to be in-person for team training, professional developments, events, stakeholder meetings and other organization-wide needs

It also includes a comprehensive benefit package including: 401k benefits; flexible PTO; competitive health, dental, vision and accident insurance options, with additional dependents partially covered; a culture of team-wide success through a professional development yearly stipend, mental/ behavioral health reimbursements and internal support; and a progressive parental leave policy.

**TO APPLY**

Interested candidates must submit a cover letter and resume AS A SINGLE \*.PDF to [careers@embarcchicago.org](mailto:careers@embarcchicago.org) to be considered. Only candidates being moved forward for consideration should expect a personal reply from Embarc.

Embarc is an equal opportunity employer. Embarc evaluates applicants for employment on the basis of qualifications, merit, and work-related criteria without regard to race, color, religion, sex, national or ethnic origin, age, sexual orientation, mental or physical disability, pregnancy, childbirth, medical condition, marital or familial status, family responsibilities, veteran status, personal appearance, political affiliation, matriculation, or any other characteristic protected by law. All applicants will receive consideration for employment regardless of such status.

Please note all offers of employment are subject to and contingent upon the successful completion of a background check.