



The Afterschool Alliance is a non-profit advocacy and public awareness organization based in Washington, D.C. working to ensure that all children and youth have access to quality afterschool programs.

Communications and Marketing Manager

The Communications and Marketing Manager will create, manage and implement strategies to advance the organization's mission to expand investments in quality afterschool, before school and summer programs and to convey its mission to diverse constituencies. The Marketing and Communications Manager will organize events and meetings; manage the flow of communications to external audiences; adjust strategies to meet changing needs or media environments; and help ensure brand integrity across the organization. He/she will help expand the reach and quality of interaction with key audiences such as: afterschool programs, staff, and leaders; afterschool supporters; policy makers; leaders in related fields such as youth development, education and health. The Communications and Marketing Manager works collaboratively with senior leadership, supervises communications staff and coordinates communications efforts across the organization, working with various teams.

Primary Job Duties and Responsibilities

- In conjunction with senior team, create, manage and implement organizational communications and marketing strategies (i.e. social media, organizational website, events, etc).
- Plan and manage events and meetings (i.e. program flow and run of show, speakers, signage, talking points, logistics and contracts for annual conference, photographers/videographers, etc). The Manager will coordinate all aspects of the [Afterschool for All Challenge](#) and [Lights On Afterschool](#), working with various staff teams.
- Manage and serve as final reviewer of content and timing for organizational materials (i.e. email blasts, appeal letters, website, social media, blog posts, etc) generated by policy, communications, research and fundraising teams, and overall management of web, blog and social media platforms and functionality.
- Coordinate efforts with external public relations/media firm and web master.
- Monitor coverage of organization and afterschool issues on traditional and social media, organizing responses and grassroots action when appropriate.
- Manage contact database, organizing regular data clean up and employing strategies for its growth. Track the reach of emails, social media, website and blog and the conversion of user to network sign ups.
- Create content and dissemination strategy for the promotion of organizational events, programs, and special initiatives.



- Ensure brand integrity for all external publications and online presence by updating and managing style guides.
- Represent the Alliance at professional conferences, through public speaking/ presentations and at events and briefings;
- Monitor and track the results of the organization's marketing and communications efforts.
- Manage the production of materials.
- Build relationships with staff and partner organizations.
- Manage and supervise staff and interns.
- General administrative tasks and other duties as assigned.

Qualifications: The Afterschool Alliance offers a well-balanced work environment with a supportive and growing team and opportunities for advancement. Candidates must have a bachelor's degree, and experience related to education or youth development. Candidates must have strong project management and writing skills, as well as the ability to convey information to a variety of audiences. Five to seven years of experience in communications, organizing events, writing speeches, developing materials, working with media and managing websites and social media required. Knowledge of publishing software and graphic design desirable. Candidates should have excellent interpersonal skills, be proficient in MS Office Suite, and should be able to manage multiple projects under tight deadlines. Candidates must be detail orientated and work well in a team setting. Some flexibility of hours and willingness to travel is required. Salary commensurate with experience, excellent benefits, including health insurance, life and short and long-term disability insurance, a 403(b) retirement program, flexible spending accounts and generous vacation, sick leave and holiday schedules. Please send cover letter, resume, writing sample and references to info@afterschoolalliance.org.

The Afterschool Alliance is an equal opportunity employer.