



**Science
Club
for Girls**

136 Magazine St., #2 | Cambridge, MA 02139
www.scienceclubforgirls.org

Communications and Marketing Manager

The Communications and Marketing Manager will plan and implement communications and marketing strategies that mobilize people to give, advocate, and volunteer to advance the mission of Science Club for Girls (SCFG). Working 20-hours/week and reporting to the Director of Development, the Communications and Marketing Manager will play a pivotal role in increasing the organization's visibility through strategic communications and marketing campaigns to ensure all stakeholders are informed, connected, and inspired.

We're looking for an experienced professional who is committed to diversity, equity, and inclusion and wants to make a difference with our organization. Our perfect candidate has a passion for storytelling and relationship building; is experienced using a variety of platforms to engage audiences and create community; has attention to detail and an eye for design; organizational skills to manage multiple timelines and projects; is a collaborative team player; and is eager to play a role in systemic change.

ESSENTIAL RESPONSIBILITIES

- Create and implement a dynamic annual communications and marketing plan inclusive of e-newsletters, print communications, social media, blogs, local media engagement, and live stream events to engage SCFG's stakeholders and promote giving campaigns.
- Work collaboratively with Staff, Board, Development Committee, and PR/Marketing firms to implement new communications and marketing strategies.
- Manage the writing, design, editing, and distribution of all organizational communications, internal and external, and assess the impact of each.
- Initiate and cultivate relationships with the news media and craft and distribute press releases, event invitations, and community notices.
- Maintain Salesforce database and integrate with communications platforms to allow for email segmentation and relationship tracking.
- Monitor analytics and create reports detailing the successes and challenges of communications campaigns and strategies, including but not limited to fundraising targets and social media interactions.
- Serve as primary photographer and videographer and/or coordinate photography of various events, programs, and people, and update and maintain a library of photographs and consent forms.
- Perform additional tasks as assigned by the Director of Development.
- Attend organization events and activities. Occasional nights and weekends required.

QUALIFICATIONS



- 7+ years of experience leading marketing and/or communications initiatives.
- Enthusiastic attitude about bringing new ideas, strategies, and connections to a growing organization.
- Desire and ability to implement systems that will allow your work to scale quickly and significantly to be able to reach more people.
- Ability to be organized and detail oriented, also to track and execute tasks reliably.
- Strong interpersonal and relational skills and a commitment to working respectfully with individuals of different races, ethnic groups, socioeconomic backgrounds, and life experiences.
- Strong computer skills, including Microsoft Office Suite, email marketing applications, graphic design, video editing, social media management platforms, and databases/CRM.
- Ability to work independently and with individuals at all levels of the organization.
- Sensitivity, tact, diplomacy, and the ability to honor confidential information.
- Commitment to continuous learning through reading mainstream and trade publications and participating in conferences and other educational opportunities.
- Prior experience with social justice and/or girl-serving non-profit organizations preferred.

HOW TO APPLY

An applicant should send a cover letter highlighting relevant work experience and resume in pdf format to: **employment@scienceclubforgirls.org**, subject line: **Communications and Marketing Manager**.

This is an AA/EOE position. Persons of color and women are strongly encouraged to apply.

SALARY AND BENEFITS

Salary is \$50,000/year.

Benefits include:

- Hybrid schedule: SCFG staff work 2 days/week in the office and 3 days/week remotely
 - Duties can take place onsite and/or remotely
 - Specific schedule to be determined with supervisor
- One week vacation plus one week off at end of calendar year
- Eligible for paid holidays that fall within employee's work schedule
- 5 personal/sick days/year