

## **Job Description:** Communications Manager

**About Us:** Junior Achievement of Memphis and the Mid-South purpose is to inspire and prepare young people to succeed in a global economy. Our office is projected to reach 25,000 students this program year in relevant, hands-on learning experiences that teach young people to manage their money, plan for their economic future, own their own businesses, and develop readiness for careers or college. Our commitment to making a positive difference in the lives of students in our community drives everything we do as we live by our vision: EVERY CHILD. WORLD READY.

**Job Summary:** Junior Achievement (JA) of Memphis and the Mid-South is seeking a talented and versatile Communications Manager to lead our marketing and communications efforts. The ideal candidate will have a strong background in digital marketing, content creation, and event planning. This role is critical in promoting JA's mission of empowering young people to own their economic success.

**Organization:** Junior Achievement of Memphis and the Mid-South

**Location:** Memphis, TN

**Position Type:** Full-Time

### **Key Responsibilities:**

1. Social Media Management
  - Manage JA's social presence across multiple platforms
  - Create and implement content calendars
  - Build and maintain audience engagement
  - Provide monthly insights and performance reports
2. Website Maintenance
  - Maintain JA's website(s) using WordPress CMS
  - Update content and graphics regularly
  - Provide monthly Google Analytics reports and insights
3. E-Newsletter Management
  - Manage monthly e-news and event-specific e-newsletters
  - Maintain Constant Contact databases and list segmentation
  - Report on e-newsletter performance
4. Marketing Materials
  - Create and oversee JA's marketing collateral
  - Ensure adherence to JA USA brand standards and local brand identity
5. Design
  - Proficiency in Canva, PowerPoint, InDesign, Photoshop, and/or Adobe Suite
6. Photography
  - Capture photos at JA events and programs
  - Create and maintain categorized photo archives
7. Event Planning and Assistance

- Support planning for internal and external events, including fundraisers and program-related events
- 8. Vendor Management
  - Manage relationships with promo item companies, printers, sign companies, design firms, career apparel vendors, food vendors, etc.
- 9. Compliance
  - Ensure marketing-related grant compliance
  - Provide compliance reports as needed
- 10. General Support
  - Serve as a marketing resource for JA staff and partners
  - Support programs, fundraising, outreach, and events
  - Provide support to the development team in creating compelling donor communications and fundraising materials
- 11. Reporting
  - Reports directly to the Senior Development Manager

**Ideal Candidates:**

- Bachelor's degree in Marketing, Communications, or related field
- 2-3 years of experience in marketing, communications, or related role
- Strong digital marketing skills, including social media and website management
- Excellent written and verbal communication skills
- Proficiency in design software and e-newsletter platforms
- Event planning experience a plus
- Passion for Junior Achievement's mission and youth education

**How to Apply:** Interested candidates should submit a resume, cover letter, and references to Mary Kanowitz: [mkanowitz@jamemphis.org](mailto:mkanowitz@jamemphis.org)

*Please include "Communications Manager - [Your Name]" in the subject line.*

Junior Achievement of Memphis and the Mid-South is an equal opportunity employer. We encourage candidates of all backgrounds to apply.

Junior Achievement of Memphis and the Mid-South thanks all applicants for their interest. However, only those selected for an interview will be contacted.