

JOB DESCRIPTION

Director of Marketing & Communications

Who We Are:

CareerWise is a nationally-recognized nonprofit organization that creates life-changing opportunities for the youngest generation of America's workforce. We build industry-led, student-centered, modern youth apprenticeships through classroom and on-the-job learning providing flexible, alternative pathways to economic mobility. We have hundreds of CareerWise apprentices in the workplace, charting new paths to academic and career success. In addition, workforce and education leaders from across the country have visited CareerWise to learn about our youth apprenticeship model.

Who We're Looking For:

We're looking for someone who is a highly competent and experienced marketing and communication leader who can help shape the potential modern youth apprenticeship holds. You have a combination of creative and business acumen to manage the brand externally and internally. You are a strategic thinker, able to implement effective marketing and communications strategies and tactics to promote the national brand and messaging. You are a strong manager, able to build an effective team and chart a direction through competing priorities. You have a deep commitment to diversity, equity and inclusion, as well as exceptional interpersonal skills that allow you to build trust at all levels of the organization. We have an awesome team of smart, fun people that rolls up our sleeves and gets stuff done!

Job Summary

Reporting to the VP of Product Operations, the Director of Marketing and Communications will set a marketing strategy that includes attracting prospective students and employers, promoting the brand locally and nationally, and delivering strong communications that advance the organization's mission and messaging. You are the chief copywriter and design director for the organization, developing impactful messaging and narratives as well as guiding the production of print, digital and video collateral from conception to completion. You will also partner with a national network of affiliates to develop and execute on tactical marketing plans that leverage the tools and resources provided by CareerWise, and work with the internal team to develop new resources based on local needs.

What You'll Be Doing:

- **STRATEGY DEVELOPMENT** | You'll shape the direction and future success of our team by marketing and communication strategy that attracts prospective students and employers, promotes the brand locally and nationally, and advances the youth apprenticeship movement. You'll develop strategies to meet those goals and tactics to execute against them.
- **STRATEGIC COMMUNICATIONS** | You will identify the core messages needed to advance the youth apprenticeship movement, determine which stakeholders to target and then lead a team of marketers to execute the organization's marketing communications through its owned media (website, Apprenticeship Hubs, automated platforms, etc.), earned media (media relations, speaking opportunities), and paid media (digital, print, and broadcast advertising, sponsorships), and events
- **MARKETING PRODUCTION** | You will serve as the chief copyright and art director setting design standards. You will develop an internal team of designers, technology specialists and project managers, as well as external vendors and contractors to support the delivery of high-quality content and materials.
- **TECHNICAL ASSISTANCE** | Partner with CareerWise's network of flagship, affiliate and consulting partners to provide technical assistance and develop and execute on tactical marketing plans that leverage the tools and resources provided by CareerWise, and work with the internal team to develop new resources based on local needs.

- **TEAM LEADERSHIP** | You will provide guidance and leadership to the marketing team; including managing resource allocation, budget performance, and professional development of team members. You will also work as an organizational leader helping to drive cross-team strategy and execution towards our goals.

Key competencies to be successful in this role:

- Operates with the highest level of integrity
- Demonstrated commitment to the principles of DEI (Diversity, Equity, and Inclusion) and experience advancing these principles in the workplace
- Demonstrated ability to work cooperatively with others and develop trusting relationships with teammates at all levels
- Ability to prioritize and manage expectations
- A pro-active, client-oriented mindset that is focused on providing support to affiliates/departments so that marcomm can support their work
- Dynamic team leader that can thrive in a rapidly changing environment
- Demonstrated passion for the CareerWise mission and ability to deeply understand the complexities of the youth apprenticeship system that CareerWise is building
- Experience developing events that generate excitement for mission-driven organizations
- Working knowledge of marketing tools such as the Adobe Creative Suite, Marketing Cloud, Google Analytics etc.

The above statements are intended to describe the essential functions of the job being performed by employees assigned to this classification. The duties listed are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed. With the evolution of the organization and this role, the responsibilities of this position may change at any time.

Location:

CareerWise is a hybrid workplace based in Denver, Colorado. This position has the opportunity to work out of our Denver office if desired, or could be fully remote for the right candidate. There will be occasions (possibly 1-3 times per year) for all CareerWise staff to gather in-person - typically in/near Denver, Colorado.

Compensation:

The starting salary range for this role is: \$84,872 (min)-\$127,308(max); this role is not covered by the minimum wage and overtime provisions of the FLSA. CareerWise offers a generous benefits package including group medical, dental, and vision plans, short-term disability, 100% vested 401k plan with a 3% employer contribution, and flexible time off.

How to apply:

To be considered for this role, email **Jana Persky** (jana.persky@careerwiseusa.org) a copy of your resume by the COB **Wednesday, January 24, 2024**. If you are an internal CareerWise staff member and have interest in this role, please provide your resume and also submit the [CW Internal Transfer Form](#).

We are an Equal Opportunity Employer that values diversity at all levels. All individuals are encouraged to apply. If you need assistance or accommodation due to a disability, you may contact us at: careers@careerwiseusa.org

Working conditions and physical requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Usual office environment with frequent sitting, walking and standing. Frequent use of eye, hand, and finger coordination for use of standard office equipment. Oral and auditory capacity required for interpersonal communication as well as communication through automated devices such as the telephone and online video conference platforms (like Google, Zoom, MS Teams, Webex, etc.)

Title: Director of Marketing Communications	FLSA Status: Exempt
Reports to: VP of Product Operations	Pay Band: 4a

