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

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.