Marketing & Communications Manager

CodeVA is a thought leader in the K-12 education community, developing and delivering engaging computer science content for both students and teachers. We are a rapidly growing 501c(3) non-profit organization based in Richmond, Virginia, but retain our core values that have brought us success. Our commitment is to supporting teachers and students, to building sustainable and collaborative communities, and to employing creativity and problem solving to an evolving and rapidly changing education landscape. Our funders include Amazon, Meta, Capital One, the Commonwealth of Virginia, the National Science Foundation, and many more amazing companies, government agencies, and individuals that value the need for a computer science-ready workforce.

The Marketing & Communications Manager will work with CodeVA’s Advancement team and cross-departmentally to ideate, produce, manage and measure the organization’s external communications including website, social media, newsletter/email outreach, and paid promotions.

Job Responsibilities

- Understands the overall concept of the organization, including the mission, audience, services, goals, and all other aspects of service
- Manages and monitors the company’s social media accounts and posts regular and engaging content
- Supervises part-time social media coordinator/intern
- Assists in creating visual and written content for social platforms
- Provides suggestions to leadership for improving the customer experience on social platforms and internal processes
- Learns and becomes proficient on internal software systems
- Assists in creating performance reports to analyze analytics and gauge the success of campaigns
- Plans, coordinates cross-departmentally and directly disseminates marketing, newsletters, and press/publicity for CodeVA programs
- Manages physical marketing (swag) collateral production, inventory, storage, and distribution
- Works with Advancement team to create and maintain a Marketing & Communications Plan, including a calendar of ongoing programs, events, and opportunities to publicly communicate CodeVA’s impact
- Creates and maintains a calendar of all scheduled outgoing communications
• Occasionally serves as a liaison to external partners to coordinate messaging on collaborative programs
• Moderates Code Virginia’s public-facing email account, info@codevirginia.org
• Manages the content and organization of our website, codevirginia.org
• Develops a brand that is well-known, strong, authentic, connects emotionally with all stakeholders and attracts attention.
• Works collaboratively to ensure the CodeVA brand is represented consistently across all platforms, including publications, presentations, web, social media, email, video and special events.
• Actively engages, cultivates and manages news media and external relations to ensure coverage of CodeVA’s innovative projects, programs, special events and announcements.
• Researches, vets, and establishes great relationships with vendors and partners while overseeing outsourced projects (design, print, web, video, photography, AV).
• Performs other duties as assigned

**Job Qualifications**

• 2–5 years of experience in digital marketing
• Proficiency in digital communication strategies and automations
• Proficiency in written communication and online engagement
• Experience in using Photoshop, Illustrator, Procreate, or similar
• Basic knowledge of HTML and CSS is preferred though not required
• Professionalism and customer focus
• Clear and effective communication skills
• Excellent writing and editing skills
• A strong commitment to community service, in particular through public education
• Proficiency in Google Suite
• Strong time-management and organizational skills

**Physical Qualifications**

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.

• Prolonged periods of sitting at a desk and working at a computer
• Use hands to finger, handle or feel
• Reach with hands and arms
• Occasionally stand and walk
• Occasionally lift up to 10 pounds
Benefits and Salary
Salary: $60,000

CodeVA offers a generous benefits package for full-time eligible employees, including 100% company provided health insurance base plan, with an option for employees to upgrade to a platinum plan, fully covered dental insurance, vision insurance, life insurance, accidental death and dismemberment insurance, short-term and long-term disability insurance, 12 weeks of fully paid parental leave, as well as generous holiday, sick, and vacation pay.

Equal Opportunity Employment

At CodeVA we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. CodeVA believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

How to Apply

Submit your resume and cover letter to HR@codevirginia.org no later than Friday, August 4, 2023. Please indicate “Marketing & Communications Manager” in the subject line of your email. Evaluation of submissions will begin immediately. Please no phone calls or in-person drop-offs. Only email submissions will be reviewed.