



18000 West 9 Mile Road, Suite 450, Southfield, MI 48075
(248) 250-9304

Job Title: **Communications and Marketing Manager**
Reports to: Director of Communications
Job Status: Full-Time
Location: On-site, Southfield, MI

Summary

Founded in 2002, Beyond Basics is a 501(c)(3) nonprofit working to eradicate illiteracy, transforming the lives of students and creating stronger communities. Our one-on-one, multisensory tutoring program helps students achieve grade-level proficiency in reading in an average of six weeks. In addition to our structured literacy interventions, we cultivate curiosity and encourage a love of lifelong learning with fine arts activities that expand horizons.

The Communications and Marketing Manager will be an integral member of the Communications Team. Reporting directly to the Director of Communications, the Communications and Marketing Manager will collaborate to develop and execute a communications and marketing strategy to increase awareness, engagement and investment in the Beyond Basics brand among internal and external stakeholders.

Duties and Responsibilities

- Responsible for implementing annual communications and marketing plans to advance brand identity
- Write and produce external communications that promote Beyond Basics
- Write and produce internal communications to facilitate internal operations
- Produce copy for website, articles, news releases, blogs, advertisements, reports, presentations as directed
- Produce style guide and maintain fidelity to brand and style in all storytelling assets
- Produce special communications and reports as needed
- Proofread all print and digital communications as requested
- Be point person for social media accounts, track analytics, and provide regular reports on usage and trends
- Identify opportunities for, plan and execute social media campaigns
- Undertake research projects as needed or requested
- Identify opportunities to pitch media with stories that generate positive publicity
- Take photos and record video as requested
- Report on department activities as requested

Education and Skills Requirement

- Communications / writing / liberal arts degree a plus
- 5+ years working in communications, public relations, or marketing roles, or in a position that required extensive and high-level written communications
- Exemplary written and oral communication skills
- Journalism degree/coursework a plus
- Self-starter with strong work ethic
- Creative storyteller who thinks like a reporter
- Mission-appropriate
- Outstanding command of grammar and mechanics
- Proficient in MS Office, Google, Adobe

- Understanding of SEO
- Valid driver's license and access to personal transportation for potential travel to local schools

Work Environment

This position operates mostly on-site in an office environment on a day-to-day basis, with some flexibility for at home work.

Physical Demands

While performing the duties of this job, the employee must regularly sit and use hands as well as communicate and hear. This position may require the ability to lift and move items. The person in this position must have reliable transportation.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position description is intended to describe the essential functions of and requirements for the successful performance of this position. It is not to be interpreted as an exhaustive statement of duties, responsibilities or requirements of this position, nor is it intended to limit the authority of any manager to assign and direct the activities of employees under his or her direction.

To apply, submit your resume to hr@beyondbasics.org. Please indicate your position of interest in the subject line of the email.