



Marketing and Communications Manager

General Responsibilities

The Students Run Philly Style Marketing and Communications Manager is a member of the development team and works directly with the Senior Director of Development. The Marketing and Communications Manager will manage all aspects of the organization's marketing and communications to ensure consistent branding, clear and targeted messaging, and strengthened relationships with supporters.

Students Run Philly Style's staff is a team of dedicated and passionate individuals. We believe that our diverse range of perspectives and lived experiences greatly contribute to the strength of our program and the depth of our impact. Students Run Philly Style is committed to equity, diversity, and inclusion. Interested individuals who are BIPOC, women, persons with disabilities, and LGBTQIA+ are strongly encouraged to apply.

Primary Tasks and Responsibilities

1. Development Communications (20%)
 - Routinely update website, including ticket and donation pages for event, charity runners and other fundraising campaigns
 - Develop organizational communications template, regular email blasts that coordinate with social media
 - Organize and maintain a repository of digital assets, including photos, images, and graphic templates
2. Creative Design (10%)
 - Create and oversee the development of collateral including event promotions, annual reports, newsletters, and other print and digital materials
 - Source material from staff, internal and external partners
 - Ensure brand consistency across design collateral; work collaboratively to gather and incorporate feedback in designs
3. Social Media (20%)
 - Work with leadership to develop and implement social media strategy
 - Lead day-to-day content creation, posting and monitoring of social media activities
 - Capture content at events and team visits
 - Develop metrics, analyze results and produce regular progress reports
4. Marketing and Promotions (40%)
 - Events
 - Promote and steward donor-oriented events designed to draw people closer to the work of the organization
 - Represent Students Run Philly Style at promotional and fundraising events
 - Coordinate with races to cross promote events

- Charity Runner fundraising program
 - Manage and promote charity runner opportunities
 - Support individuals' marketing/communications as they raise money on behalf of the organization
 - Campaign Management
 - Draft, propose, and implement marketing campaigns for signature events to optimize participation, gifts, and sponsorships; campaigns may include email, social media, direct outreach, presentations, and other communications channels
 - Regularly reviews marketing analytics to determine and document start/stop/continue on marketing and event efforts, including lessons learned documentation
5. Public Relations (10%)
- Work with staff to develop media pitches and press releases
 - Manage media requests in a timely manner
 - Work with the leadership team to prepare staff, students and volunteers for interviews
 - Ensure communication is cohesive with brand image
 - Track and analyze media coverage to inform future efforts

The Marketing & Communications Manager amplifies the voices of SRPS' diverse community of students, mentors & partners, and reinforces the values of the organization. Candidates that reflect the community we serve are strongly encouraged to consider this opportunity.

Status

- Full time
- Includes weekends and some evenings (comp time accrued)
- Hybrid (office 2 days, remote 3 days)

Reports to

- Senior Director of Development

Experience

- 3 years in communications or marketing role, or equivalent experience

Salary

- \$60,000-\$65,000

Desired Qualifications

- Commitment to the 10 principles of [Community Centric Fundraising](#), co-grounded in racial and economic justice, is required
- Commitment to SRPS' mission, including commitment to equity, diversity and inclusion and ability to integrate these principles into daily work
- Proficiency in using social media platforms
- Proficiency with website management

- Familiarity with newsletters and bulk email capabilities
- Experience in volunteer coordination with a non-profit organization
- Demonstrated ability to adhere to brand guidelines
- Working knowledge of basic graphic design skills
- Ability to work independently or as part of a team, adapt to flexible and extended hours, including occasional weekends and evenings
- Ability to communicate effectively and cater style across variety stakeholder audiences; including volunteers, sponsors, donors, educators, government
- Deadline-driven and excellent time management skills

Benefits

- Healthcare, dental, and vision insurance
- 15 days of PTO and 11 paid holidays
- Retirement plan with employer match
- Wellness & cell phone reimbursement

How to apply

Interested candidates should [apply here](#).

Applications accepted on a rolling basis. Steps in the interview process include:

- 30 minute interview with hiring manager
- 60 minute interview with development staff & board member
- Paid work assignment
- 90 minute team interview

We hope to extend an offer to a candidate by the end of March.