



I Know I Can **Marketing and Communications Manager**

I Know I Can is a non-profit college access organization established in 1988 whose mission is to inspire, enable and support central Ohio students as they pursue and complete a college education. **IKIC** achieves its mission by providing the materials, financial support, mentoring, and counseling services needed to help central Ohio students overcome barriers and achieve their college dreams. For more information, visit www.iknowican.org.

Position Summary:

The Marketing and Communications Manager is responsible for supporting the organization's marketing, communications and community outreach efforts for strengthening I Know I Can's overall image and building brand awareness. This position is part of the development and communications team for the organization and will support all development related communications activities including: newsletter outreach, solicitations, and stewardship.

In addition to IKIC responsibilities this position will help support marketing, communications, and social media efforts related to the Columbus Promise. The Columbus Promise is a partnership effort with Columbus City Schools, Columbus State Community College, and the City of Columbus.

Position Reports To:

Director of Development and Public Relations

Duties and Responsibilities:

- Create and oversee annual and long-term marketing/communication plans which enhances I Know I Can's profile, builds brand awareness, increases funding and supports the organization's mission, goals and objectives
- Write, edit and/or organize communication materials for both internal and external audiences including donor correspondence, press releases, online content, social media content, program announcements, annual appeals, newsletters, annual report and staff communications
- Develop and execute a social media plan to maintain a strong presence across targeted platforms
- Oversee the I Know I Can website ensuring content is up to date and aligns with strategic focus
- Assist with the communications for events including student-focused, donor-focused and community-focused events
- Develop, create and maintain a marketing toolkit and templates for I Know I Can staff to ensure effective communication with students, parents and school staff
- Identify and develop growth strategies for brand awareness within the community
- Build and foster collaborative relationships with other departments within the organization to stay informed of current activities, new initiatives, products and services
- Stay current on data, trends, competitive landscape and best practices related to marketing/communications, non-profits, fundraising, college/workforce development and youth development

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism or related field
- Minimum of 3 years of experience in marketing and communication program development
- Exceptional writing and editing skills
- Excellent oral and interpersonal communication skills
- Proficiency with Microsoft Office, email marketing software and website management
- Ability to effectively use social networking tools
- Strong organizational, project management and time management skills
- Self-motivated with the ability to work independently as well as in a team
- Ability to multi-task, prioritize, meet deadlines and work in a fast-paced environment
- Ability to adjust communication styles easily between different audiences, always maintaining a high level of tact, good judgment and respect
- Ability to collect and use data and insights for evaluating current strategies as well as building new content around fundraising goals and priorities
- Experience managing timelines and budgets to maximize efficiency and resources to achieve goals
- Must have a base understanding of graphic design (Canva and/or Adobe) and photo/video editing skills
- Previous experience in fundraising, development, or non-profit work is preferred

Compensation:

I Know I Can offers a competitive compensation and benefits package including medical, dental, vision, life insurance, long-term disability coverage and a 401k matching program.

Interested candidates should send cover letter and resume to:

Kim Hayes, Director of Operations and Finance
employment@iknowican.org
1108 City Park Ave. St. 301, Columbus, OH 43206
p: 614-233-9510
f: 614-233-9512