



# Marketing and Engagement Officer

## Position Information

<b>Company</b>	Crosby Scholars Community Partnership
<b>Working Title</b>	Marketing and Engagement Officer
<b>Job Category</b>	Administrative/Professional
<b>Position Type</b>	Staff & Administrative; Exempt
<b>Hours Worked Per Week</b>	Full Time (37.5 hours a week)
<b>Work Schedule and Hours</b>	Monday-Friday, some evenings and weekends required
<b>Salary Range</b>	Commensurate with experience and qualifications.
<b>Crosby Scholars Community Partnership</b>	<p>For 29 years, the Crosby Scholars Community Partnership (Crosby Scholars) has helped students in public middle and high schools in Forsyth County prepare academically, personally, and financially for college.</p> <p>Crosby Scholars serves 11,000 students annually and seeks to ensure each achieves their educational goals by providing admissions, financial aid, career and college exploration, advising, college campus visits, community service opportunities, cultural experiences, and over \$980,000 annually in scholarships and Last Dollar Grants for college tuition.</p> <p>Crosby Scholars seeks to establish inclusive and equitable practices for all its members and draws on their varied strengths and perspectives.</p>

## Job Summary

Reporting to the Director of Development, the Marketing and Engagement Officer is responsible for managing all marketing and public relations, as well as community engagement, for Crosby Scholars Community Partnership. Responsibilities include:

- Connect with all Crosby Scholars teams to identify marketing needs, including creation of annual content calendar.
- Coordinate, promote and successfully implement the Senior Honors Gala and Crosby Scholars student involvement in the Wyndham Championship and the Winston-Salem Jaycees Holiday Parade.
- Support the Development and Special Events Coordinator in annual fundraising events – Crosby Scholars Invitational and Birdies and Brunch – as well as annual online fundraising events.
- In partnership with the Grants Writer, assist with the development of press releases and distribute all releases, announcements and news to the media and funders.
- Direct the preparation and printing of marketing materials, including annual reports and other publications to promote the Crosby Scholars Program’s mission and services.
- Maintain consistent branding across all platforms
- Design and prepare digital content and email marketing communications, including quarterly e-newsletters.
- Create and manage on-line mailing lists through company database
- Manage online strategies and create the organization’s social media content across Facebook, Instagram, Twitter, LinkedIn and TikTok.
- Market sponsorship and volunteer opportunities to individuals, foundations, and corporations.
- Manage the Marketing Committee.
- Represent Crosby Scholars through speaking engagements and community fairs.
- Manage the community and Crosby Scholars student volunteer programs.
- Work in conjunction with staff to link students to cultural events.
- Monitor and create the organization’s website and make appropriate updates, provide regular training to staff.
- Manage alumni engagement program and plan and implement the annual alumni event.
- Work and help develop community partnerships with Crosby Scholars to promote engagement and collaboration.
- Track inventory of marketing materials and order/reorder as needed; assist with annual recruitment strategy and materials.
- Supervise AmeriCorps VISTA staff member.
- Assist with general program activities and other duties, as needed.

<b>Required</b>	Bachelor's Degree
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Experience successfully implementing a comprehensive marketing plan for a large nonprofit organization, using a multi-faceted approach.</li> <li>• Experience with Canva, Adobe Creative Cloud, Constant Contact and social media platforms.</li> <li>• Excellent interpersonal, written, oral communication and organizational skills. Must have strong verbal communication skills and must be comfortable speaking to small and large groups of students, parents, donors, and volunteers.</li> <li>• Experience supervising staff and/or volunteers.</li> </ul>
<b>Preferred Qualifications</b>	<ul style="list-style-type: none"> <li>• 2+ years of Marketing and Communications Employment preferred</li> <li>• Must be able to multitask and work well under pressure with a team environment.</li> <li>• Strong computer literacy.</li> <li>• Graphic Design skills preferred.</li> <li>• Strong organizational skills.</li> <li>• Energetic, innovative and results oriented.</li> </ul>
<b>Desired Knowledge, Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to establish and maintain effective working relationship with others</li> <li>• Ability to respond quickly and effectively to uncertainty and constant changes</li> <li>• Ability to respond to strategic and management direction and solicit feedback to improve performance</li> <li>• Ability to embrace and promote a diverse environment</li> </ul>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Must be able to do light lifting and have a valid NC driver's license.</li> <li>• A background check and drug screening will be required.</li> </ul>

To apply, submit a resume to the attention of Angie Murphrey, Director of Development, at [amurphrey@crobscholars.org](mailto:amurphrey@crobscholars.org). The review of applications will begin immediately and will continue until the position is filled.