



Crosby Scholars

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Marketing and Engagement Manager

Position Information

Company	Crosby Scholars Community Partnership 2701 University Parkway Winston-Salem, NC 27105 www.crosbyscholars.org
Working Title	Marketing and Engagement Manager
Job Category	Administrative/Professional
Position Type	Staff & Administration
Cycle of Appointment	12 months – year-round
Hours Worked Per Week	37.5 hours per week – Full time
Work Schedule and Hours	8:30 – 5pm – Flexible work schedule available after the first 90 days
Salary Range	Salaried: Dependent upon experience and qualifications.

Job Summary

Crosby Scholars is a mission-driven organization. Reporting to the Director of Development, the Marketing and Engagement Officer is responsible for all marketing and public relations, managing community engagement efforts for Crosby Scholars Community Partnership, and supporting the organizational mission. Primary responsibilities are:

- Work in partnership with all internal Crosby Scholars teams to identify marketing needs; this includes creating an annual content calendar, quarterly public relations plans, and outreach plans.
- Collaborates with the Development and Special Events Coordinator on annual fundraising events.
- Collaborates with the Grants Writer on developing press releases and distributes all releases, announcements, and news to the media and funders.

- Directs the preparation and printing of marketing materials, including annual reports, templates, and other publications to promote the Crosby Scholars Program's mission and services.
- Design and prepare digital and email marketing communications.
- Monitor and maintain the organization's website; provide regular staff training.
- Tracks inventory of marketing, orders, and reorders as needed.
- Assist with annual student recruitment strategy and materials.
- Manage and create the organization's social media content.
- Work with the Jr/Sr program staff in the successful implementation of the Senior Honors Celebration.
- Promote and coordinate Crosby Scholars student involvement in cultural and community events.
- Assists with plans and helps facilitate the Board of Directors Development + Marketing subcommittee meetings.
- Assist in preparing reports and technology requirements for quarterly Crosby Scholars Board of Directors meetings.
- Coordinates representation of Crosby Scholars through speaking engagements and community fairs.
- Work with staff on strategies to educate Crosby Scholars students about community service and then connect with organizations of interest.
- Manage alumni engagement, including the planning and implementation of the annual alumni event.
- Develop community partnerships to promote engagement and collaboration.
- May provide oversight and guidance for part-time staff, volunteers, and interns.
- Assist with general program activities and other duties as needed.

The ideal candidate must be a creative self-starter and have strong communication, organizational and management skills.

Required Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Communications, Business, or a related field. • 2 or more years of experience in marketing and communication. • Demonstrated ability to pay attention to detail, take initiative, and work independently. • Demonstrated ability to establish and meet deadlines. • Actively seeks new opportunities to learn and remain current on industry trends. • Ability to work collaboratively and form partnerships. • Effective communication with a diverse population of stakeholders.
Preferred Qualifications	<ul style="list-style-type: none"> • Experience successfully implementing a comprehensive marketing plan for a large nonprofit. • Experience with Constant Contact, Canva, Adobe Creative Cloud, a donor management system, and conversational texting software, such as Mongoose. • Experience managing organization's social media platforms including Facebook, X (Twitter), Instagram, LinkedIn and TikTok.
	<ul style="list-style-type: none"> • Strong verbal communication skills and comfortable speaking to both small and large groups. • Experience supervising staff and/or volunteers.
Working Conditions	Must be able to do light lifting and have reliable transportation. A pre-employment background check and drug screening will be required.

To apply, please submit a resume to Jordan Evans at jevans@goodwillnwnc.org. Applications will be reviewed immediately and will continue until the position is filled.