



Position: Communications Manager

Reports to: Senior Director of Philanthropy

Hours: Full time

THE ORGANIZATION

Book Trust is a national early literacy 501(c)3 organization whose mission is engaging every child in book choice and ownership, cultivating literacy-rich communities. Book Trust's vision is that every child discovers the joy and power of reading to create limitless possibilities. In the 2018-2019 school year, Book Trust will provide approximately one million books to 57,000 underserved students. We collaborate with Scholastic Book Clubs, school districts, and teachers to deliver our program in 21 states across the country.

POSITION SUMMARY

The Communications Manager position is primarily responsible for bringing inspiring story-telling to Book Trust's strategic communications. Communications supports all Book Trust departments, including Programs, Development and Leadership.

RESPONSIBILITIES

- Participate in the creative process from concept to production to delivery
- Ensure adherence to brand standards throughout the organization
- Routinely produce communications materials and media content including, but not limited to; brochures, letterhead, mailings, one-sheets, invitations, annual report, newsletters, presentations, videos, press releases, event materials, social media and digital images, flyers and promotional items in support of all Book Trust departments.
- Execute communications plan across various platforms
- Gather and use data to drive and measure effectiveness of communications strategy
- In collaboration with the Senior Director of Philanthropy, assist in the development of a strategic communications plan and editorial calendar for all external messaging.
- Help write, edit, and distribute high quality copy and narratives for internal and external audiences as needed.
- Monitor, develop and maintain the organization's website.
- Create materials for Book Trust events, including attendance as needed.
- Other duties as assigned.

REQUIREMENTS AND QUALIFICATIONS

- Bachelor's degree in Communications and/or Graphic Design preferred or equivalent experience.
- At least 3 years' experience in a Communications role, preferably in a nonprofit environment.
- Experience with Adobe Creative Suite
- Proficiency with software programs including Microsoft Office Suite, Constant Contact/Mail Chimp.
- Experience managing social media platforms and performing website management
- Excellent writing skills for a variety of content formats

- Demonstrates a passion for the organization's mission.
- Excellent organizational skills and detail-oriented focus.
- An effective and open communicator, with high-level oral and writing skills.
- A sense of humor and ability to work collaboratively in a team environment.
- Demonstrated experience in developing and sustaining collaborative working relationships
- Demonstrated ability to organize work load, maintain several projects of equal priority at once, and sustain productivity and accuracy under pressure
- Understanding of working with and maintaining confidential information
- Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback, contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to success.
- Professional and mature demeanor with strong ethical standards and ability to adapt to change
- Ability to travel as needed
- Other duties as assigned

WHAT WE OFFER

- A competitive benefits package.
- A collaborative work environment in a growing organization and the opportunity to make an impact in the education and nonprofit sectors.

TO APPLY

Interested candidates should send a cover letter and resume to the organization's President and CEO, Tiffany R. Kuehner: jobs@booktrust.org. Applications will be reviewed on a rolling basis until the position is filled. Please refer to the Communications Manager role in the subject line.

Book Trust is an equal opportunity employer.