

**POSITION**: Associate Director - Marketing and Communications

**ABOUT THE ORGANIZATION:**

Let’s Get Ready (LGR) envisions a future when students from all socioeconomic backgrounds have the support they need to attain a college education. Through an innovative program model that stands apart from other college access and success programs, LGR serves more than 14,000 students annually from Philadelphia to Maine, and engages more than 150college students as paid near-peer coaches, most of whom are former participants in the program. There is no nomination process or academic requirements for participation in Let’s Get Ready programs. Any student who expresses interest is eligible for services, with students from low-income backgrounds or who are first-generation-to-college given priority. Overall, 89% of LGR students are students of color, 80% are eligible for free or reduced price lunch, and 71% are the first in their family to attend college. All components of the organization’s programs are designed with this population and the requisite cultural competence in mind.

To learn more about LGR’s program model and impact, please see our latest [Impact Report](https://letsgetready.org/wp-content/uploads/2021/04/LGR_FY20-Impact-Report-1.pdf).

Let’s Get Ready has been in operation for nearly 25 years; the organization has an annual budget of $3 million and a staff of 18, who work remotely but have access to office spaces in New York City and Boston. Traditionally we have served students in our Northeast footprint - from Pennsylvania to Maine - but with the recent pivot toward a fully virtual program model we now serve students in 22 states across the country. We have just launched a Strategic Plan outlining a roadmap for growth and impact, including significant increases in students served and growing the team of full-time staff to 29. We aim to serve 25,000 students annually by 2025, which will almost double the number of students served on an annual basis. These increases will include students in our existing hubs: Greater Boston, New York City, and Philadelphia, as well as significant growth in students from rural communities, and other geographies across the country. We are simultaneously focused on increasing the revenue, visibility and focus on values necessary to support this future growth.

For more information, visit [www.letsgetready.org](http://www.letsgetready.org/)

**ABOUT THE POSITION:**

The Associate Director of Marketing and Communications leads the organization’s efforts to tell the stories of our students and our program to raise awareness and increase the visibility of Let’s Get Ready.

**Responsibilities:**

* Work with the director of development to create and implement a compelling and cohesive integrated marketing and communications strategy that deepens relationships with stakeholders, increase visibility, and promotes the LGR brand
* Responsible for creating, curating, and producing written, visual, and digital content; manages, maintains, and monitors digital media platforms, including websites, social media, and related software applications and programs
* Strategically leverage communications platforms to support specific campaigns and events, including 25th anniversary campaign, as well as student and partner recruitment cycles
* Adapt and disseminate stories and messages across a variety of platforms—both electronic-based media (such as website, email newsletters, blogs, social media, and video) as well as print-based media (such as print publications, advertising, and other traditional media)
* Builds and maintains relationships with members of the news and niche media to help promote LGR as a resource on a variety of topics, pitching stories and assisting with media coaching as needed.
* Uses the data analytics of LGR’s communications platforms to help inform on-going communications and marketing strategy
* Collaborates with the partnerships and program teams to advance and improve external communications with and for their respective constituents
* Work across the organization to contribute to and support LGR’s growing advocacy efforts
* Performs additional duties as assigned

**CANDIDATE REQUIREMENTS:**

The ideal candidate will possess the following qualifications:

* A genuine passion for, knowledge of, and commitment to LGR’s mission
* Alignment with [LGR’s organizational values](https://letsgetready.org/careers/)
* Belief that a diverse, equitable, and inclusive environment will produce the greatest impact for LGR’s students; demonstrated ability to build respectful, productive relationships with team members and communities of diverse backgrounds and viewpoints
* 5+ years of related work experience, with a preference for experience in education / youth development / college access and success
* Ability to work independently and take initiative; persistence and excellent follow through
* Team player with ability to collaborate effectively with colleagues in other locations
* Passion to build relationships with internal and external collaborators
* Demonstrated expertise in using new and traditional media, along with an interest in exploring and learning to use emerging technologies and software applications
* Experience creating compelling content across multiple platforms
* Exceptional verbal and writing skills, with the demonstrated ability to listen reflectively, draw out a subject, and discern and share what is pertinent
* Accuracy and impeccable spelling, grammar, and punctuation
* Familiarity with industry media outlets, including online news sources
* Demonstrated ability to grasp complex ideas rapidly, finding ways to share and make them meaningful and interesting to various audiences
* Detail-oriented, with exceptional organizational skills, a strategic nimbleness, and the ability to multitask and prioritize amid a demanding workload and often inflexible deadlines
* Highly tech savvy; experience with various social media platforms, web publishing, and graphic design software is a plus
* Bachelor’s degree preferred

**LOCATION:**

Preference for NYC or Boston, but candidates outside LGR’s geographic footprint will be considered.

**COMPENSATION AND BENEFITS:**

$65K-$75K with excellent benefits and a flexible working environment. Salary commensurate with experience.

**QUALIFIED INDIVIDUALS, PLEASE APPLY:**

Please send resume and cover letter to careers@letsgetready.org, noting “AD - Marketing and Communications” in the subject line. Please include your gender pronouns and tell us how you learned about this role.

*Let’s Get Ready is an equal opportunity employer and encourages candidates from diverse backgrounds to apply. We especially encourage applications from candidates who represent the communities we serve.*