



Junior Achievement of Maine is seeking a dynamic individual who is results oriented to lead our brand, marketing, and communication strategy as Marketing & Communications Manager. This individual thrives in a fast-paced environment, takes initiative, can manage multiple priorities, and executes on deliverables as a department of one. This full-time opportunity will leverage business, strategy, and philanthropic talents in a way that leaves an impact on communities throughout Maine.

RESPONSIBILITIES:

- Develop and execute organizational brand, marketing, communications, and outreach plans to inform key stakeholders and the general public about the impact the organization has in the community.
- Create and execute campaigns to build brand awareness and convey consistent messaging that supports programs and amplifies organization's voice, positioning JA as thought leaders on issues aligned with its mission.
- Create content for use across all mediums including print, website, social media platforms, digital marketing, newsletters, events, etc.
- Initiate and maintain ongoing relationships with local media outlets to increase awareness of Junior Achievement and promote specific initiatives, programs, and events.
- Partner with the JA team to solicit and identify content and stories for organization's website and other collateral materials, including annual report, program brochures and campaigns.

BENEFITS:

- Annual salary from \$60,000 - \$65,000
- 100% employer paid individual medical and dental insurance
- Hybrid work options (candidates must reside in Maine)
- Paid parking
- Up to 4 weeks of paid time off
- 11 paid holidays
- Paid winter break from Christmas to New Years
- Simple IRA retirement plan with up to 3% employer match and immediate vesting

REQUIREMENTS:

- Bachelor's degree and 3-5 years of related experience, preferably in the education and/or nonprofit fields.
- Successful track record in marketing/brand roles, and in implementing a communications strategy.
- Strong writing, editing, and storytelling skills, demonstrated in various formats (print, web, social media, video).
- Experience successfully using social media and/or email database marketing.
- Experience in event planning, including scripting and video production.
- Experience pitching media.

Junior Achievement of Maine is part of over 100 local JA Areas across the nation, and together we are the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA's programs—in the core content areas of work readiness, entrepreneurship, and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

To apply, please send cover letter, resume, and writing sample (press release, op-ed) to Michelle Prejean, Executive Administrator, mprejean@jamaine.org.