

Communications / Social Media Associate - Part Time

Overview:

The Leadership Academy is a nationally-recognized 501(c)(3) nonprofit organization with a clear mission: We build the capacity of educational leaders, at every level of the system, to confront inequities and create the conditions necessary for all students to thrive. We support school and district leaders in using an equity lens to implement a vision, build strong school and district culture, set clear and high expectations, and develop and lead principals and teachers who ensure high-quality instruction and the opportunity for all students to be successful. For us, equity means that children and adults receive what they each need to achieve their potential, and their race, culture and other characteristics of their identity should not prevent access to opportunities and resources.

Our leadership development, coaching, and support build the capacity of individuals and systems, helping prevent leader turnover and create a bench of strong leaders. Since 2003, The Leadership Academy has worked with thousands of leaders in more than 200 school systems across 37 states, Washington, D.C., and two countries.

Job Summary

The Leadership Academy is seeking a part-time communications associate to support a variety of digital external and internal marketing and communication projects, including but not limited to social media, blogs, press releases, annual reports, and emails.

Essential Job Duties & Responsibilities

- Manage organization's social media efforts. This includes but is not limited to managing social media content and regularly posting on multiple social media platforms; supporting the development and implementation of social media strategy; tracking social media analytics and using analytics to inform strategy; monitoring user engagement and suggesting content optimization.

- Support distribution of communications projects by posting on website, supporting email marketing, or coordinating printing.
- Support efforts to keep website fresh and up-to-date.
- Write marketing and communication materials including emails, press releases, blogs, and annual report.
- Contribute to development and implementation of organizational communications and marketing strategy.
- Collaborate on designing/implementing direct email marketing campaigns using marketing automation software.

Education & Experience

- Bachelor's Degree
- A minimum of 2 years work experience in social media, communications, journalism, or marketing, preferably related to K-12 education.
- Knowledge of social media, including the ability to effectively post on Twitter, Facebook and LinkedIn to promote organizational interests, and experience using social media management tools.
- Strong writing skills.
- Strong research and interviewing skills.
- High comfort level with technology. Willingness to learn and use different web platforms and email systems. Basic technical knowledge of HTML and web publishing via WordPress. Proficiency in marketing automation technology preferred.
- Willing and able to engage in dialogue around race to raise awareness and support the building of a racially equitable culture internally and externally.
- Ability to take initiative and work both independently and collaboratively.
- Outstanding interpersonal skills.

Salary & Benefits

This is a part-time remote-eligible position. The Leadership Academy offers a flexible 24-hours / week work schedule from Monday - Friday and the opportunity to participate in our paid-time-off program.

Location

The Leadership Academy is conveniently located in Long Island City, Queens. Long Island City is located only minutes outside of Manhattan and is easily accessible via seven

subway lines (7, E, G, & M), the Long Island Rail Road, numerous bus lines and a ferry landing at Queens West providing service to Midtown, Lower Manhattan and Brooklyn.

Application Instructions

Qualified candidates may apply by emailing their resume, cover letter with salary requirements and all other applicable information to jobs@leadershipacademy.org with (job title (candidate name)) in the subject line.

We are interested in finding the best candidate for the job and that candidate might come from a less traditional background. We would encourage you to apply, even if you don't meet every one of our qualifications listed. If you are unsure whether you meet the qualifications of this position, please feel free to contact us to discuss your application.

The Leadership Academy is an Equal Opportunity Employer
*We believe that diversity within our staff
contributes to our team's effectiveness to our overall success.*