



JOB POSTING: ASSOCIATE DIRECTOR OF COMMUNICATIONS (Full-time position)

Organizational Summary: Quality educational experiences are essential to preparing students for the future, yet systemic barriers create pronounced disparities in educational opportunities and outcomes. The Emily Krzyzewski Center, a nonprofit organization in Durham, North Carolina, implements four distinct programs designed to build on the academic, career, and leadership potential of students who are traditionally underrepresented in higher education. Collectively, our programs serve students from elementary school through college and equip them with the skills necessary to successfully complete higher education, connect to promising careers, and become agents of change within their communities. We amplify our efforts through partnerships with our local school district, community-based organizations, and universities.

Job Goal: Reporting to the Chief Advancement Officer, the Associate Director of Communications manages the Center's strategic and day-to-day communications activities. This position sits within the Advancement team and works closely with staff across the Center to support the achievement of organizational goals.

Experience, Training, and Qualifications:

Required: Bachelor's degree. 3+ years of progressively responsible experience in one or more of the fields of marketing, communications, development, design, or an equivalent combination of education and experience. Excellent writing, editing, and design or design project management skills required. Expert storyteller. Demonstrated commitment to asset-framing communications, nonprofit work, and/or diverse student populations, including those who face the most pronounced systemic barriers to educational opportunity. Proven track record or enthusiastic willingness to pursue proficiency in the following areas: strategic communications, collateral development, and digital/social media. Ability to thrive in a fast-paced office environment, working both collaboratively and independently, and maintaining a results-oriented focus. Excellent relationship-building skills, ability to represent the Center's best interests with a diverse stakeholder, partner, and donor base.

Helpful or preferred: Candidates of color are encouraged to apply. Photography skills. Graphic design experience. Media relations experience.

Primary Responsibility Areas:

Strategic Communications: Develop an annual plan to shape the Center's communications and marketing strategies. Work with staff to strive for consistency and accuracy across all Center communications and coordinate messaging efforts where needed. Thoughtfully plan for and leverage communications opportunities across the organization and tell the story of the Center's work through a framework that is both asset- and equity-based.

Collateral Development: Lead efforts and collaborate with Center staff and third-party contractors to develop, design, and edit content for print and digital materials. Maintain primary responsibility for production of annual report and general Center publicity materials. Collaborate with development



colleagues in the writing and/or editing of print and digital solicitations, proposals, and campaign materials.

Digital Media Management: Craft the Center’s digital media strategy and implement it across media platforms including but not limited to social media, website, email marketing and communication tools, newsletters, etc. Maintain the Center’s website to ensure that information is accurate and updated in a timely fashion.

Community Outreach and Media Relations: Collaborate with staff, students, and volunteers to optimize storytelling and communications opportunities surrounding both internal and external events and media opportunities. Draft speaking points for leadership, prepare student speakers, develop overall messaging for events. Identify and facilitate media opportunities that further the Center’s interests and serve as the primary contact for inquiries. Seek out ways to spread awareness of the Center’s mission and work throughout the communities and constituencies we serve and engage.

Terms of Employment: This is a full-time, salaried position with health and retirement benefits. Remote flexibility is 25% of time, negotiable for highly experienced candidates or once established in the role. In-office hours to be set with candidate, largely fall between 8:00 a.m. and 6:00 p.m. Monday-Friday, with occasional evening or weekend hours required. Pay is commensurate with experience and the salary range for this position is from \$60,000 - \$80,000. Performance of the job is evaluated annually. Background clearance and reference checks required.

To Apply: Submit one document that includes your resume and cover letter to Sandy York at jobs@emilyk.org. Applications will be reviewed on a rolling basis with preference given to applications received by **May 19, 2023**. Applications will continue to be reviewed on a rolling basis until the position is filled. Please note that only candidates selected for an interview will be contacted. Communications portfolio samples will be requested of those applicants who are selected to move forward in the process. For more information about the Center, please visit emilyk.org.