Job Description: Communications Manager

About the Position
Brooklyn Prospect’s Communication Manager will be responsible for building out the organization’s brand identity and key messages, sharpening their focus to ensure we market ourselves consistently and effectively to both internal and external audiences. This person is someone who sweats the details and sees the big picture, all at once. It is essential that our Communications Manager has the technical skills, writing expertise, and strategic thinking abilities necessary to be successful in this work. From creating marketing materials to maintaining our website and social media, this person must be savvy at the tactical element of visual communications. Additionally, this person will champion efforts to get Brooklyn Prospect’s work out to critical stakeholders like our board, donors, and community supporters and thus this person must have a strength for taking in a lot of content and building out clear, enticing messages from it.

Our Mission
Brooklyn Prospect Charter School is a K-12 college preparatory community where excellent teachers prepare a diverse student body to have a positive impact on society and a lifelong passion for learning.

Our Core Values
Curiosity: Develop sound judgment and intellect by asking questions confidently and thinking critically
Respect: Value others by taking a local and global perspective and appreciating differences
Persistence: Grow and learn by solving problems with determination, creativity and tenacity
Passion: Succeed by approaching challenges with excitement, enthusiasm and self-assurance

Prospects ’23 Vision
Our Vision is that by 2023, 100% of our students will be on track to be IBDP-ready by the end of 10th grade and college-ready upon graduation.

Primary Job Functions
- Build and execute annual strategy for marketing messaging across various communications platforms, including email, blogs, social media, and website
- Maintain Brooklyn Prospect’s website, ensuring that content is accurate, current, and consistent with organization-wide messages
- Design and maintain use of various communications templates across organization, such as PowerPoint decks, school letterhead, and e-mail signatures
- Coordinate and execute the creation of collateral such as newsletters, mailings, website content, and student and staff recruitment materials
- Support ongoing branding initiatives by project managing the work of external consultants and internal contributors
- Create and manage database of contacts for various communication initiatives
- Draft ad-hoc emails, talking points, and other content designed to communicate with
multiple audiences, as needed
● Liaise frequently with school and central office staff to gather content for communication efforts with internal and external audiences
● Organize and train parent and family advocacy groups
● Support parent and family groups throughout the year with special projects and events, such as Brooklyn Prospect’s annual Spring Gala
● Identify new and innovative ways to market the work and brand of Prospect Schools to prospective students and families, staff, and supporters
● Oversee and support school and organization advocacy efforts, as needed

**The critical features of this role are described above, but not all encompassing.

Qualifications
● Bachelor’s degree required; advanced degree in Marketing, Communications, or Education preferred
● 3+ years of professional experience in a marketing or communications position required; experience in education/non-profits preferred
● Skilled in use of Microsoft Office, Google Suite, Google Analytics, and Adobe Creative Suite, including InDesign
● Exceptional writing skills with tremendous attention to detail
● Deep appreciation for visual design
● Proficient in website management