



## **Marketing and Communications Manager - Full Time Position Description**

*July 2024*

*Position Start Date: Mid September 2024*

### **About Open Books**

Open Books transforms lives through reading, writing, and the unlimited power of books. Since inception, Open Books has impacted tens of thousands of Chicagoans, primarily children (birth – 12th grade), through in- and out-of-school literacy programs and the provision of free books via an increasing number of channels. Open Books' programs have boosted the skills and confidence of thousands of Chicago children, from the newborns who receive books through Dolly Parton's Imagination Library to the first and second grade readers in the Reading Buddies program. Open Books envisions a Chicago where all children have a chance to develop the reading and writing skills they need to feel confident and flourish on their academic journeys and beyond.

Open Books approaches its work with an equity lens and addresses the barriers that make access to books and literacy programs uniquely difficult for children and families in Chicago's resource-withheld neighborhoods. Ten priority neighborhoods served by Open Books include: North Lawndale, Austin, W./Garfield Park, Pilsen, Little Village, Englewood, Belmont Cragin, W./Humboldt Park, and Hermosa.

Open Books is an Equal Opportunity Employer and complies with the spirit and law of anti-discrimination protections to foster a diverse workforce.

### **About the Position**

Open Books seeks an enthusiastic team player passionate about literacy in the City of Chicago to serve as its Marketing and Communications Manager. The Marketing and Communications Manager will be responsible for supporting Open Books in growing its mission and impact visibility, storytelling, and community outreach by leading and supporting a variety of effective, authentic, inclusive, and community-centric marketing and communication strategies. They will support and ensure the cohesion of Open Books' brand identity and visibility as well as collaborate cross-departmentally to support all aspects of Open Books marketing and communications needs through design, development, and coordination of digital and print communications and collateral materials. They will join a team of 28 staff members who seek to transform lives through reading, writing, and the unlimited power of books.

The Marketing and Communications Manager reports to the Director of Development and Communications.

## **Core Responsibilities**

### **Marketing and Communications**

- In partnership with the Director of Development and Communications, support (and at times lead) design of all Open Books marketing and communications strategies, pairing key stakeholders and communities with the appropriate engagement strategies through and in alignment with Open Books values of equity, inclusivity, and authentic storytelling.
- In partnership with the Director of Development and Communications, develop and implement an annual marketing and communications plan.
- Create and curate content, and manage all Open Books' social media platforms and channels.
- Continually evaluate Open Books marketing and communications strategies.
- Manage online community lists and audience segmentation through Constant Contact.
- Work with Open Books leadership and cross-departmentally to continuously refine how to best tell the story of Open Books' mission and impact across various channels.
- Develop, manage, and coordinate media partnerships and requests; develop media related materials including press releases and pitch decks.

### **Graphic Design and Website Management**

- Develop graphic design concepts to ensure cohesion of brand identity.
- Develop and design fundraising materials including appeals, book drives, and fundraising events.
- Collaborate cross-departmentally to design and develop marketing materials which support our programs and retail spaces including, but not limited to one-pagers, and other informational pieces related to Open Books programs, events, stores, and initiatives.
- Manage the Open Books website.
- Design, populate, and disseminate newsletters.

### **Data and Evaluation**

- Support the development, design, and distribution of the annual report.
- Design, develop, and distribute quarterly impact reports and other impact reports, as needed.

### **Management and Leadership**

- Support hiring, onboarding, and training of new staff.
- Serve as a member of the Directors and Managers team, helping to drive organizational strategy and organization-wide efforts, and act as an advisor to the Director of Development and Communications.
- Support organizational expectations, efforts, initiatives, processes, and training

regarding DEAI.

- Serve as a representative of Open Books at internal and external meetings and presentations.
- Actively participate in professional development to grow leadership skills.

## Role Requirements

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- 5 years experience in developing effective and successful marketing and communications campaigns and strategies.
- Passion for promoting literacy and **empowering** children, their families, caregivers, and communities.
- Ability to work independently and hold self **accountable** for deadlines and deliverables, especially related to scheduling and managing multiple projects simultaneously.
- Passion for and experience in authentic storytelling of children, families, and communities of Chicago.
- **Ingenuity** in developing and executing marketing strategies, systems, solutions to challenges, and meeting the needs of stakeholders.
- **Creativity** in developing compelling design work to help tell Open Books' story to various stakeholders via spoken, written, and visual representation.
- Expert use of graphic design software including Adobe, Canva, and other graphic design software.
- Excellent command of marketing software and platforms such as Mailchimp, Constant Contact, etc.
- Experience in website management and content development.
- Ability to balance multiple priorities and tasks simultaneously.
- Ability to take initiative and hold a solution-minded approach to challenges.
- Ability to communicate and **collaborate** across organizational departments with **respect**.
- Ability to be physically present at retail locations, program sites in North Lawndale and other communities as needed or requested.
- Dedicate occasional weekend and evening hours to special programs and other opportunities.
- Proficiency in various technology platforms, including Google Suite (*i.e.*, Gmail, Drive, Forms, Docs, Sheets).
- Detail orientation, especially related to scheduling and managing multiple projects simultaneously

### *Preferred*

- Spanish
- Experience using CRM software (Salesforce, Neon, etc.)
- Background in developing funding campaigns

## Compensation & Benefits

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- Base salary of \$50,000 in addition to competitive benefits, including health and dental insurance
- Voluntary vision and life insurance
- Voluntary participation in the organization's 401(k) plan
- Generous paid time off (in excess of several federal and other holidays)
- Flexible, family-friendly work environment