



Marketing and Communications Manager

For forty-one years, CRE has prepared leaders and strengthened organizations to drive social change. As a nonprofit consulting firm, we provide the strategies and tools needed to build equitable and sustainable, high-performing organizations, working with 500 organizations each year.

As we prepare for the next phase of our strategic growth, we are seeking a bold and courageous storyteller to join our team. This Marketing and Communications Manager ("Manager") will oversee all external marketing and communications efforts to advance CRE's impact, visibility and business opportunities. The Manager will seamlessly communicate CRE's value proposition and leadership in the sector. As a brand ambassador for CRE, the Manager will bring skill and sensitivity in presenting a racial equity lens to our capacity-building work. The Manager will also be committed to proactively engaging in learning, conversation, and reflection around race, equity, and cultural competence. The Manager will interface internally with program, development and fiscal staff, as well as with the President & CEO. Externally, this person may interface with the CRE Board, funders, and clients. This position reports directly to the Director of Strategic Development.

Critically, the ideal candidate also will exemplify and promote CRE's values, including our deepening commitment to racial equity and to dismantling anti-Blackness:

- **Collaboration:** We are smarter and more creative when we work together (and it's more fun too).
- **Diversity, Equity + Inclusion:** We believe that true impact can only be achieved when we lift up diverse voices that have not always been heard.
- **Accountability + Excellence:** We promise excellence in all that we do and hold ourselves accountable to the community, the people we serve, and each other.
- **Reflective Practice:** We appreciate the big questions, tough discussions, and unexpected answers.
- **Power of Change:** We believe that change is always possible and unleashes opportunity and the potential for creative solutions that improve communities.
- **Courage:** We embrace bold ideas and risks that allow us to partner with clients as they overcome challenges and move toward change.

ABOUT OUR TEAM

Our team of 30 program/consulting and operations staff comprise dynamic, diverse, mission-aligned thought-partners, deeply invested in advancing social change. We co-create, transform, and challenge organizations to be their best. We value our people, the journey, and the promise of change. We believe all communities are rich in ideas, capacity, and care. We believe in love—love for our work, our clients, ourselves, and for each other. We lead with an unapologetic commitment to equity, especially in times of stress and uncertainty. For more, see our staff page, <https://www.crenyc.org/about-us/our-team/>.

Essential Duties and Responsibilities

Marketing and Communications:

- Refine and steward a communications plan to further promote CRE's brand and visibility
 - o Use strategic skills to create an editorial calendar that communicates CRE's thought leadership and programmatic excellence while appealing to potential clients, donors, and the media
 - o Promote thought leadership work and organizational expertise through sourcing and placing articles, speaking engagements, and panel presentations for CRE
 - o Lead all external communications efforts
 - o Manage all media contacts, which may include a public relations firm
- Manage the development, distribution and maintenance of all marketing collateral
 - o Manage annual report content, design, and distribution
 - o Regularly update collateral with compelling content and testimonials of CRE's work and impact
 - o Set annual calendar for newsletter distribution and blog creation
 - o Create the content for website updates and ensure ongoing maintenance
 - o Manage CRE's brand identity and alignment around updated key messaging, imagery, graphics, typography and other elements of CRE's look and feel
 - o Ensure all external images and content reflect CRE's commitment to racial equity and dismantling anti-Blackness
- Redesign CRE's digital media content and strategy
 - o Develop a robust digital media plan and refresh with strategic social media trends
 - o Streamline digital media efforts to consistently promote CRE's client work and thought leadership practice
 - o Maintain an updated inventory of photo and video content; assess all visual images through a lens of diversity, equity and inclusion

Research and Tracking

- Research and identify prospective media outlets and communications vehicles to promote CRE's work and brand
- Track, evaluate and report on the level of engagement with CRE's marketing and communication initiatives (i.e., social media, newsletter, etc.)

Administrative

- Manage internal marketing and communications needs
- Contribute creatively to devising content for public programs and special events; coordinate logistics for public programs
- Support fundraising efforts of the Strategic Development team as needed (i.e., events, donor cultivation support, etc.)
- Effectively carry out other projects and tasks, as assigned

Qualifications and Experience

- B.A./B.S. degree
- Exceptional organizational skills and attention to detail
- 5+ years of experience in marketing, communications, or public relations
- InDesign, WordPress and Constant Contact experience preferred



Community Resource
Exchange

- Ability to approach marketing and communications with an anti-racist lens, or willingness to learn

Core Competencies

- Commitment to high-quality work, productivity, and self-development
- Exceptionally organized, detail-oriented and able to manage multiple tasks and prioritize as necessary
- Strong writing, proofreading, and communication skills
- Flexible and able to work effectively in a dynamic environment
- A team player; collaborative; able to build interpersonal relationships across departments
- Ability to use good judgment, take initiative, and make recommendations in resolving problems
- Committed and open to learning; open to asking for and giving feedback

The salary is \$75,000 for this position. CRE offers a competitive salary and benefits package.

How to Apply

For consideration, please send your resume and cover letter to recruiting@crenyc.org and indicate "Marketing and Communications Manager" in the subject line.

CRE is an Equal Opportunity Employer and complies with the Americans with Disability Act. We strongly encourage applications from women, people of color, and bilingual and bicultural individuals, as well as members of the LGBTQI+ communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical conditions.