



Title: Associate Director of Marketing and Communications

Position: Full-time (40 hours per week)

Work Model: Hybrid (in-person and remote)

Reporting to: Director of Development and Marketing

Organization: Tutoring Chicago

Department: Development

Location: Chicago, Illinois

Background: Tutoring Chicago is a 501c3 non-profit organization that delivers the power of education through one-to-one tutoring. Since 1965 the organization has provided free one-to-one tutoring with the help of hundreds of local and digital volunteers each week. In the 2023-24 school year, Tutoring Chicago will serve 1,100 students a week with the support of over 1,100 volunteer tutors.

Tutoring Chicago is committed to purposeful inclusion in our workplace, and candidates of diverse backgrounds and identities are strongly encouraged to apply. Tutoring Chicago is an Equal Opportunity Employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, age, national origin, veteran status, disability, marital status, sexual orientation, gender identity or gender expression. This is in accordance with federal and state law.

Learn more about Tutoring Chicago by visiting <https://www.tutoringchicago.org/>

Position Summary: The **Associate Director of Development and Communications** will play an integral role within the department, overseeing the strategy and execution of the organization's marketing activities and working closely alongside the Director of Development and Marketing on fundraising activities. Responsibilities will be centered on internal and external marketing and communications at the intersection of programming, fundraising, recruitment, operations, and administration. This individual will work collaboratively across all of Tutoring Chicago's departments.

A professional who will thrive in this role will know the Chicago landscape, have significant marketing and communications experience, be a creative storyteller, have substantial project management experience and can serve as a leader in a start-up culture.



Responsibilities:

Marketing and Communications (60%)

- Spearhead organization wide marketing and communication strategy including the annual marketing plans, operational structure and organization for communications, internal and external communications for information and persuasion
- Create and execute digital marketing strategies for volunteer recruitment, including paid advertising, internet search, volunteer recruitment platforms, social media and Tutoring Chicago's website
- Collect, manage, create and execute digital media content and strategy including social media and website content, mass email distribution, newsletter development
- Lead evaluation of marketing and communication strategy and platform effectiveness
- Lead weekly communications meetings with Tutoring Chicago department staff
- Work with Associate Director of Recruitment and Engagement on a monthly marketing and communications schedule for recruitment of volunteers and students, including key messaging, digital and print assets, etc.
- Work closely with Associate Director of Grants and Data on consistent and compelling messaging
- Develop and manage print media including advertisements, event signage, Tutoring Chicago marketing materials (banners, t-shirts, etc.)
- Develop and facilitate internal training on marketing and communications best practices for staff and boards
- Draft and distribute organization-wide communication with parents, tutors, volunteers, and students including emails, newsletters, blog posts, website content, etc.
- Serve as a thought partner in program development, promotion, communication, and marketing with the volunteer and student communities



Fundraising (40%)

- Co-lead Tutoring Chicago's signature fundraising event, the Celebrity Spelling Bee, with the Director of Development and Marketing, including management of planning committee, sponsorship and ticket solicitations, event marketing/promotion and event logistics including vendor management
- Assist with the development of annual fundraising campaign strategies, including campaign themes, promotion, communication, and marketing with donors and other key stakeholders
- Facilitate donor communication, including prospective, current, and past donor engagement
- Provide support including promotion, communication, marketing, and staffing including content collection as necessary at all Tutoring Chicago fundraising events
- Lead the development and creation of the annual report and impact report, including content, delivery and graphic design elements

Preferred Qualifications:

- Bachelor's degree in marketing, communications, public relations, or related field
- 5+ years of marketing and communications leadership
- Expertise in digital marketing specific to volunteer and/or donor recruitment
- Experience with developing and managing paid Google and Meta advertisements
- Writing and storytelling experience with an eye for style, readability, and copy editing
- Experience in non-profit fundraising events



- Knowledge of Chicago landscape intersecting with education, city government, etc.
- Experience in a nonprofit structure or system
- Demonstrated commitment to advocating for students, especially within diverse communities
- Experience with Salesforce, Constant Contact, Google Suite and Canva Design
- Strong time management, administrative, analytical, and organizational skills
- Self-directed while balancing multiple tasks on a team

Salary: \$70,000 - \$75,000 based on experience and qualifications

Benefits: Competitive benefits including health, dental, life, retirement, and generous/flexible paid time off (PTO) that averages approximately 6 weeks off per year. Tutoring Chicago pays \$300 per month of employee insurance premiums. Annual match comes with the 403b retirement plan.

Hiring Process: The deadline to apply for this position is **April 19th, 2024**.

To apply, please submit your resume and cover letter to hire@tutoringchicago.org with the subject line 'Application - Associate Director of Development and Communications'.

Candidate Selection: Late April, start date early to mid May 2024

Questions? Please contact Tutoring Chicago at hire@tutoringchicago.org
Applicants who meet up to 70% of qualifications are encouraged to apply.