

Branding & Project Management Associate

Start Date: Immediate
Team: Strategic Communications
Location: Brooklyn, NY

About Achievement First:

Achievement First (AF) exists to address the legacy of racism in education in America. The mission of AF is to deliver on the promise of equal educational opportunity for all children, as we know that all children—regardless of race, zip code, or economic status—need and deserve access to a great education. Achievement First, a non-profit 501(c)3 charter school management organization, operates 41 public charter schools in New York, Connecticut, and Rhode Island. Achievement First currently serves more than 15,000 students in historically underserved communities, with over 90% of our students identifying as Black or Latinx. For more information about the Achievement First mission, model, our schools, and team, please visit our website at www.achievementfirst.org.

Summary

Achievement First seeks a branding associate and project manager who will support our team overall, as we work to serve a growing network of schools in our communities. This role, which will report to the Director of Marketing & Digital Strategy, will focus especially on project management and branding. This is a great opportunity to gain experience in project management, branding, marketing, as the individual will play an active role in supporting and building AF's external communications and marketing initiatives. The right candidate is highly organized, an experienced project coordinator with a strong interest in branding and marketing, and a self-starter who is also eager to learn and gain experience within a dynamic and fast-moving team.

Responsibilities of the Branding and Project Management Associate will include but are not limited to:

- **Project Coordination and Branding Support**
 - Assist Director of Marketing & Digital strategy with the creation and tracking of branding and marketing initiatives for student and teacher recruitment.
 - Support our student recruitment team with the creation of 50+ pieces of marketing collateral by creating and executing against a detailed project plan.
 - Lead response to internal marketing requests and graphic design projects across the organization, providing project management support for the team.
 - Project manage schools' logo, signature color, mascot and exterior signage design as part of schools' branding initiatives.
 - Catalog and audit team internal and external marketing campaigns.
 - Maintain trackers and monitor key performance metrics, informing team of best practices and recommendations to enhance engagement and conversions.
 - Serve as a critical thought partner on an array of marketing, design, and branding projects.
- **Overall Team Support**
 - Maintain and update knowledge management systems.
 - Manage team credit card reconciliations and invoicing.
 - Manage other vendor relations (including videography, photography, and swag), and maintain internal marketing trackers, project management systems, files, and databases.

Skills and Characteristics

- Excellent project management, problem-solving, and coordination skills

- Strong written and oral communications skills
- Excellent organizational and multi-tasking skills; able to manage multiple projects at the same time
- Deadline-oriented, comfortable operating with a sense of urgency while also maintaining an attention to detail and quality
- Familiarity with marketing and branding campaigns
- Highly motivated and self-directed; capable of seeing projects through from beginning to end
- Adaptable and flexible; able to pivot for urgent priorities
- Ability to work effectively both independently and as a member of a team
- Belief in the Achievement First mission and educational model
- Maturity, humility, strong work ethic, sense of humor, and “roll-up-my-sleeves” attitude

Spanish language skills a plus.

Educational Background and Work Experience

- Bachelor’s Degree (or equivalent work experience)
- 3 years of work experience, with experience in project management

Compensation

Salary for this position is competitive and commensurate with experience. Additionally, Achievement First offers a comprehensive benefits package.

To Apply

Send resume letter to:

Loren Childress

LorenChildress@achievementfirst.org

Achievement First is an equal opportunity employer and an organization that values diversity. People from all diverse backgrounds are strongly encouraged to apply. Spanish language proficiency is a plus. You can learn more about diversity at Achievement First here: <http://www.achievementfirst.org/about-us/diversity/>.