

## Marketing Associate, Student Recruitment

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

### About Achievement First

Achievement First serves more than 15,000 students in 41 schools in five communities across Connecticut, New York, and Rhode Island. All of our students come to us through blind lottery. The majority are Black, Latinx, and children from low-income families who will be the first in their families to graduate from college. The mission of Achievement First is to deliver on the promise of equal educational opportunity for all of America's children. We know that every child—regardless of race, zip code, or economic status—deserves access to great schools. For more information about the Achievement First mission, model, our schools and team, please visit our website at [www.achievementfirst.org](http://www.achievementfirst.org).

### Summary

Achievement First seeks a marketing associate for student recruitment, who will support our team in managing the marketing needs of our organization's student recruitment function. This role, which will report to the Director of Marketing & Digital Strategy, will focus on supporting student recruitment needs, through advertising, branding, and marketing campaigns, reviewing analytics, and advising on campaign trajectories. This a great opportunity to gain experience in marketing as the individual will play an active role in supporting and building AF's external communications and marketing initiatives. The right candidate is a highly organized, self-starter, with a strong interest in marketing and branding, experienced with marketing campaigns and marketing analytics, and eager to learn and gain experience within a dynamic and fast-moving team.

### Responsibilities of the Marketing Associate, Student Recruitment will include but are not limited to:

- Develop digital marketing campaigns
- Develop SEO and strategic marketing recommendations
- Execute approved campaigns
- Create content for varied audiences focusing on digital and web communications
- Develop and maintain web and social media content
- Develop print materials as needed
- Ensure diversity, equity and inclusion focus in all materials
- Review analytics, keyword rankings and other data to track campaign effectiveness
- Develop reports and share campaign progress
- Suggest changes to campaigns to meet established goals
- Track campaign budgets and report out status as required
- Collaborate with team members and stakeholders to determine needs
- Share campaign progress reports and explain significance to stakeholders
- Build relationships with stakeholders to better understand needs

### Skills and Characteristics

- Excellent problem-solving skills
- Exceptional 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

- Willingness to experiment with new ideas, concepts, tools and approaches to marketing and business development using data and research driven goals
- Familiarity with marketing campaigns
- Project management skills
- Ability to work effectively both independently and as a member of a team
- Highly motivated and self-directed; capable of seeing projects through from beginning to end
- Flexibility and ability to work with shifting priorities
- Maturity, humility, strong work ethic, sense of humor, and “roll-up-my-sleeves” attitude
- Commitment to diversity, equity and inclusion
- Belief in the Achievement First mission and educational model

#### **Education Background and Work Experience**

- Bachelor’s degree in marketing, or marketing-related field; or a Bachelor’s degree and a minimum of 3 years of professional experience in marketing-related field
- Experience with a wide range of marketing tactics, particularly digital marketing channels
- Experience with content creation, management and production tools
- Experience creating and implementing social media strategies and campaigns
- Knowledge of Google products suite, Mailchimp, Facebook ads, LinkedIn ads or other PPC platforms
- Experience in K12 education marketing preferred
- Spanish language skills preferred

#### **Compensation**

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

#### **To Apply**

Apply by completing [our online application form linked here](#).

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

Achievement First requires vaccination against COVID-19 for all employees. Reasonable Accommodations based on a qualifying disability or sincerely held religious belief are being considered in accordance with applicable law. [Click here](#) to read our full policy.