

Marketing Associate, Teacher Recruitment

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 marketing associate for teacher recruitment, who will support our team in managing the marketing needs of our organization's teacher recruitment function. This role, which will report to the Director of Marketing & Digital Strategy, will focus on supporting teacher 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 highly organized, experienced with marketing campaigns and marketing analytics, with a strong interest in marketing and branding, and a self-starter who is also eager to learn and gain experience within a dynamic and fast-moving team.

Responsibilities of the Marketing Associate, Teacher 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.