



HIGH SCHOOL INC. ACADEMIES FOUNDATION MARKETING & COMMUNICATION MANAGER

ABOUT THE ORGANIZATION:

High School Inc.'s mission is to empower youth and strengthen communities through education and business partnership. High School Inc. provides students with real-world, hands-on experiences, industry-specific skills, and professional development opportunities. Through partnerships with local businesses, community organizations, and educational institutions, High School Inc. works with local high schools to create a unique academy model learning environment where students can explore career pathways, gain practical skills, and connect with industry professionals. The organization offers a comprehensive range of resources and support, including mentorship programs, internships, college and career counseling, and access to industry certifications.

POSITION SUMMARY:

The Marketing & Communication Manager at High School Inc. Academies Foundation plays a crucial role in the operational success of the organization's marketing and communication efforts. This position is responsible for volunteer outreach and engagement, managing communication activities, and fostering collaboration among multiple stakeholders, including industry partners, community members, educators, and students. The Marketing & Communication Manager works closely with school administration, the District Programs Focus Coordinator, and Academy business partners to develop and implement strategies that maximize the benefits for students enrolled in the High School Inc. Academies.

JOB REQUIREMENTS:

- Bachelor's degree in marketing, Communications, Public Relations, or a related field.
- Minimum of 3-5 years of experience in marketing, communications, or a related role.
- Proven experience in developing and executing successful marketing and communication strategies.
- Excellent written and verbal communication skills.
- Bilingual in English and Spanish (written and verbal) preferred.
- Strong project management skills with the ability to handle multiple projects simultaneously.
- Proficiency in using digital marketing tools and platforms, including social media, email marketing, and content management systems.
- Experience with graphic design software (e.g., Adobe Creative Suite) is a plus.
- Ability to work collaboratively with diverse groups of stakeholders.
- Strong analytical skills to measure the effectiveness of marketing and communication efforts.
- High level of creativity and attention to detail.

RESPONSIBILITIES:

- Develop and execute comprehensive marketing and communication strategies to promote High School Inc. Academies Foundation's programs and initiatives.
- Oversee the creation and distribution of marketing materials, including brochures, newsletters, press releases, social media content, and website updates.
- Manage volunteer outreach and engagement efforts to support marketing and communication initiatives.
- Foster collaboration among multiple stakeholders, including industry partners, community members, educators, and students.
- Coordinate and manage events to promote the Foundation's programs and achievements.
- Monitor and analyze the effectiveness of marketing and communication campaigns and adjust strategies as needed.
- Work closely with school administration and Academy business partners to align marketing and communication efforts with organizational goals.
- Maintain the organization's brand consistency across all communication channels.

ADDITIONAL SKILLS:

- Knowledge of the education sector and experience working with educational institutions is preferred.
- Familiarity with volunteer management and community engagement strategies.
- Ability to adapt to a fast-paced, dynamic work environment.
- Strong interpersonal skills and the ability to build and maintain relationships with stakeholders.

DELIVERABLES:

Success in this position will be measured by the employee's ability to:

- Develop and execute an annual marketing and communications plan.
- Increase awareness and visibility of High School Inc. through strategic marketing and public relations.
- Produce timely, high-quality marketing materials supporting programs, events, and fundraising efforts.
- Maintain an active website, social media presence, and monthly organizational newsletter.
- Develop and execute donor, sponsor, and fundraising communications that support the Executive Director's cultivation, stewardship, and fundraising efforts.
- Maintain the donor and communications records within the organization's CRM, ensuring accurate, timely, and complete data entry while supporting fundraising, donor stewardship, marketing, and organizational reporting.
- Build and strengthen relationships with volunteers, business partners, media, and community stakeholders.
- Measure and report on key marketing, communications, website, social media, email, and campaign performance metrics, using data to continuously improve engagement and organizational visibility.
- Provide monthly marketing performance updates to the Executive Director.

COMPENSATION & BENEFITS:

High School Inc. Academies Foundation offers a competitive compensation and benefits package for this full-time position.

Salary: \$71,000-\$80,000 annually, depending on qualifications and experience.

Benefits include:

- Medical, Dental, and Vision Insurance (Full-Time Employees)
- Employer-Paid Life Insurance
- 401(k) Retirement Plan with Employer Matching
- Paid Time Off (PTO)
- Paid Holidays
- Cell-Phone Stipend
- Professional Development Opportunities

In addition to a competitive compensation package, this position offers the opportunity to make a meaningful impact by advancing educational opportunities, strengthening business partnerships, and helping high school students prepare for college, careers, and lifelong success.

WORK LOCATION:

Santa Ana, CA (On-site).

APPLICATION PROCESS:

Interested candidates should submit their resume, a cover letter outlining their qualifications and experience, and any relevant portfolio samples to [felix@highschoolinc.org] Applications will be reviewed on a rolling basis until the position is filled.

High School Inc. is committed to creating a diverse work environment and is proud to be an equal employment opportunity employer. High School Inc. does not discriminate on the basis of race, color, religion, gender, national origin, disability status, protected veteran status, or any other characteristic protected by law. We encourage individuals of all backgrounds to apply.