



## Manager, Marketing and Communications

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### Company Overview

Computers 2 Kids (C2K) is a leading advocate for Digital Equity by recycling and refurbishing computers and providing affordable access for the technologically underserved. Paired with training, connectivity, and support, C2K creates digital inclusion, which strengthens Health, Educational, and Economic Equity.

### General Function

This role will support organization-wide marketing and communications efforts Computers 2 Kids and will be responsible for implementing the organization's new Marketing and Communications Plan. This person will have the opportunity to provide input and direction into tactics and priorities and develop a working strategy that impacts the organization as a whole. The position will be based out of C2K's Mira Mesa office, but remote work may be available.

### ***What you'll do on a day-to-day basis:***

- **Social media:** Draft social media post across Instagram, Facebook, Twitter, LinkedIn; curate and edit images; assist with community management and content calendars
- **Content creation and copywriting:** Draft and write blog posts, press releases, website copy, e-newsletters, collateral, and more
- **Website curation:** Assist with updating and Q/A on website and corresponding collateral
- **Media relations:** Develop and assist with editorial calendar pitching; organize media list; assist with outreach
- **Event planning:** Support lead-up to event with vendor logistics, communities, day-of support, etc.
- **Administrative and reporting:** Update budget, assist with calendaring and scheduling of team activities; author reports with timely KPIs and marketing analytics/metrics to maximize reach; assist with day-to-day department operations
- **Other duties as assigned**

### ***Tools you will use:***

*This person will develop the appropriate tools necessary to implement the marketing and communications plan. These may include Adobe products, Canva, HootSuite, Sprout Social and other platforms. Knowledge of MS Office is required.*

### ***What you will be supporting:***

You will be supporting the organization's vision of ensuring that every student has the resources needed to access technology, the internet, and digital literacy for full participation in our society.

### ***What we look for in a candidate:***

- University/college degree or equivalent relevant training. While a background in communications, marketing, and/or business may be helpful, we are open to those with unique experiences and backgrounds
- Prior relevant internship or employment experience
- Stellar organizational and planning skills; you will be the organizational backbone of our team
- Exceptional writer with immaculate attention to grammar and detail

### **Qualities**

- Passion for inclusion and providing resources to underserved communities
- Self-directed and motivated team player with ability to manage multiple tasks under pressure
- Inquisitive mind with a strong desire to learn
- Driven by integrity in work and interactions with others
- Creative solution-finder who can get things done with limited resources or oversight