



1287 Royal Ave
Louisville, KY 40204
(502) 694-1976
info@nextstepus.org

Next Step Network

Communications Manager

Next Step is looking for a highly motivated creative seeking a position in communications and marketing. You might be the person we need if you can demonstrate communications and marketing knowledge, have a reputation for being exceptional at organizing and prioritizing work, possess strong verbal and written communication skills, can prioritize time, demonstrate a sense of urgency, and understand the value of providing engaging creative content.

General Purpose

The Communications Manager is a mid-level, position supporting the organization's Senior Leadership Team to manage internal and external communication initiatives and brand visibility, as well as support the entire Next Step team with broader communications needs.

This position is remote/virtual and reports directly to the VP of Advocacy & Strategic Partnerships. It is a full-time position. We seek a highly motivated candidate who is technologically adept with various creative platforms.

Job Responsibilities

- Prepare website edits and changes. Collaborate on the execution of a website redesign process with the Next Step team.
- Develop and manage social media content platforms. Collaborate on content creation and visual assets for Next Step's social media channels.
- Maintain the Marketing and Communications Calendar to account for critical deadlines and deliverables across the organization. Manage deadlines for social media content, newsletters, events, conferences, and other opportunities for external messaging.
- Execute strategic email marketing campaigns coordinating with VPs across the organization.
- Manage and organize branded collateral to ensure internal departments have access to materials they need for external events and strategic partnerships.
- Manage program marketing to promote educational programs and collaboration with vendors responsible for home sales.
- Manage press contacts and relationships; prepare leadership for media interviews and talking points for external events.
- Work with leadership to define key messages to help advance our field.

- Design and implement a thought-leadership strategy that supports the mission, including essays, blog posts, and placement of op-eds.
- As needed, train and review internal communications to hold high standards on external releases to board members, stakeholders, and funders, including developing style templates and core messaging.
- Prepare the organization’s annual report to be published on Next Step’s website and distributed to stakeholders.
- Execute the organization’s strategic communications plan to advance brand identity and visibility while raising awareness of the Next Step mission and vision.
- Manage and keep collateral organized and updated: photos, publications, brands, logos, and service marks.
- Organize and support team for key events and conferences.
- Other duties assigned by management.

General Qualifications

Deep working knowledge of various communications tools, including best practices for reaching audiences and the ability to distill analytics into critical insights for the team. You should have experience managing the following:

- Email marketing platform (e.g., Pardot, Mailchimp).
- Content management system (e.g., WordPress,).
- Social media scheduling and analytics software (e.g., Sprout Social, Hootsuite, HubSpot, Google Analytics).
- Customer relationship manager (e.g., Salesforce).
- Graphics. Proficiency in Adobe InDesign, Illustrator, Photoshop, or Canva to design print and digital collateral.
- Advanced Microsoft Office skills, including Excel, Word, PowerPoint, and Outlook.
- Ability to keep and maintain confidential and secure record information.
- Ability to communicate both orally and in writing; proofing of emails and documents required; accuracy and grammar skills are vital.
- Embodies a positive attitude and a “get it done” approach to work and tasks.
- Desire to work in a dynamic environment, have self-starter initiative, and have a sense of responsibility.
- Ability to learn new skills quickly.



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Education and Experience

- A Bachelor's degree in marketing, journalism, communications, or a related field.
- 5 years of relevant work experience.
- Experience in a work-from-home environment is a plus.

To Apply

We will begin accepting resumes on January 5, 2023, and will continue to receive them until the position has been filled. You may apply to Grant Beck, gbeck@nextstepus.org using the subject line Next Step Communications Manager. Only those candidates selected for an interview will be contacted.