

Position: Creative Services Manager, Marketing and Communications

Responsible To: Director, Marketing and Communications

Location: NY Headquarters

Background: Girls Incorporated is a national nonprofit organization that inspires all girls to be strong, smart, and boldSM. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls and their communities through programs and advocacy that empower girls to reach their full potential and understand, value, and assert their rights. Girls Inc. public education extends the values of girls' rights to adults, as well as, giving them the tools they need to assist girls' efforts to access their rights.

Overall Function Responsible for all aspects of content creation and production as well as creative services for the full range of marketing and communications projects.

Primary Responsibilities:

- Manage the development, publication, and production of content for all Girls Inc. print and electronic publications and web presences.
- Participate in the development and implementation of all marketing campaigns.
- Strategize and aid in the creative vision of the Girls Inc. brand presence.
- Create, produce and assign content features.
- Conceptualize, manage, and oversee production of all external publications, including materials to be used by affiliates, including curricula, program products, marketing materials, resource and fact sheets, brochures, annual reports, newsletters, posters, etc.
- Develop and maintain working relationships with departments, consultants, and vendors.
- Provide support to departments in planning publications by helping identify target audiences, formulate messages, and develop budgets.
- Participate in the development of funding proposals.
- Supervise Production Coordinator.

Qualifications and Skills:

- Knowledge of the social issues that challenge girls today -- e.g. body image, self esteem, peer pressure, sexual activity.
- Ability to write for multiple audiences; including girls.
- Working knowledge of the web and Internet technology.
- Video production skills are a plus, or at minimum ability and desire to learn.
- Experience in web content development, electronic publishing, or related field.
- Excellent project management and operations skills.
- Excellent organizational and interpersonal skills.
- Collaborative work style.
- Commitment to gender equity issues.
- Experience in representing a diverse, multicultural population.
- Bachelor's degree.
- Five to seven years of overall professional experience.

How To Apply:

Competitive salary and benefits package. Qualified candidates should send resume with cover letter and salary range/requirements via e-mail (PDF preferred) to: mrktgjob@girlsinc.org. Applications without salary requirements will not be considered.

No calls, please.