



**Position Title: Communication and Marketing Manager**

**Salary Range: Up to \$50K annually; commensurate with experience.**

**Location: Student Veterans of America (SVA), 1012 14<sup>th</sup> Street NW (12<sup>th</sup> Floor) Washington, DC 20005**

**SVA is a 501(c)(3) non-profit coalition of more than 1,500 student veteran organizations on college campuses globally. SVA's mission is to provide military veterans with the resources, support, and advocacy needed to succeed in higher education and in high growth-in demand career fields. For more information, visit us at [www.studentveterans.org](http://www.studentveterans.org).**

SVA does not discriminate based on race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, political affiliation, gender identification or expression, or military status in any of its activities of operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, and selection of vendors and provision of services.

**Education:** Bachelor's degree or higher is required with a degree in a communication/marketing related field preferred.

**Experience:** Two to three years communications, marketing, branding, event and project management, journalism, public affairs and/or public relations, experience creating compelling messages for different target demographics with emphasis on social media. Relevant military experience will be considered as well.

**Position Objective:** The incumbent is responsible for the internal and external development and implementation of marketing and communication plans for all programs, events, and campaigns.

**Summary:** The incumbent is an experienced professional responsible for implementing marketing initiatives, including the production and delivery of digital and print collateral, social and traditional media campaigns; manages the execution of all marketing activities such as the annual national conference, digital campaigns, social media promotion, merchandising, and programmatic events.

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## Duties and Tasks Critical to Success

- Work with the Vice President for Public Relations and Chapter Engagement to support and implement a national communications strategy, as well as an annual action plan for marketing and media outreach activities, ensuring that they align with SVA's mission, objectives and programs, from inception to post-campaign evaluation;
- Responsible for generating content and outlines communications pieces that include newsletters, email marketing, regular social media content, web/blog content etc.;
- Will create, edit, proofread content and assist in developing, revising and formatting a wide variety of communications materials and tools, including but not limited to: video, newsletters, fact sheets, talking points, photos, program collateral, presentations, handbooks, press kit materials, direct mail, brochures, etc.;
- Support senior leadership in maintaining press, media, marketing, and communications contact lists. Cultivates and maintains relationships with design, print, and marketing related vendors involved in the production process. Schedules and coordinates internal and external meetings, maintains vendor relations for events (printers, designers, photographers, etc.);
- Coordinate the execution of digital and social media content. Works with staff to create a stronger online presence, distribute and promote SVA content through paid, earned and owned media channels, including national and local news media, social media and website. Provides content for distribution to SVA's network of chapters, partners and activists around the country. Analyzes online communications and provide recommendations for improved efforts.

**Functional and Relational Responsibilities:** Reports to the Vice President for Public Relations and Chapter Engagement. Works in partnership with the Director for Chapter Support and Ambassadors Program and the Director of Programs. May supervise the daily work of up to two employees depending on demonstrated leadership. The incumbent will work closely with other team members as well as representatives from other departments, board members, outside vendors, public relations agencies, as well as current and prospective student veterans.

**Telework:** Authorized after a 90-day probationary period and at the discretion of the Vice President, Public Relations and Chapter Engagement. This position is not eligible for full-time remote work.

## Qualifications

- Innovative thinker, with a track record for translating strategic thinking into action plans and output, self-reliant, good problem solver, results-oriented;
- Strong writing skills; ability to influence and engage direct and indirect reports and peers;
- Creative problem-solving skills, including negotiation and conflict resolution skills;
- Ability to make decisions in a changing environment and anticipate future needs;
- Energetic, flexible, collaborative and proactive; a leader who can positively and productively impact both strategic and tactical finance, and administration initiatives;
- Passion for SVA's mission;

- Candidates who are veterans or immediate family members of veterans or serving members of the military will be strongly favored.

To apply, please send your resume and cover letter to [media@studentveterans.org](mailto:media@studentveterans.org) with the subject line: "Communication and Marketing Manager Application."

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