

## POSITION SUMMARY

**Position:** Marketing & Communications Manager, Full-Time

**Location:** Washington, DC

**Reports to:** Director of Development and Communications

**Salary Range:** \$60,000 - \$67,500

## WHO WE ARE

At [City Kids Wilderness Project](#), our mission is to build resiliency, broaden horizons, cultivate community, and develop skills for success in DC youth. City Kids does this through a long-term, cohort-based model that utilizes both the wilderness and urban environment in and around Washington, D.C., and during the summer at our ranch in Jackson Hole, Wyoming. Youth enroll as sixth graders and continue their engagement with the same cohort of City Kids peers through 12th grade and beyond. Our work is grounded in our [Core Values](#) and guided by our [DEI statement of beliefs](#).

## WHO YOU ARE

### Required Qualifications

- 3–5 years of experience in marketing, communications, or a related field, preferably in a nonprofit or mission-driven organization
- Demonstrated success in developing and executing multi-channel marketing campaigns across digital, print, email, and social media
- Strong social media management skills with experience growing audiences, cultivating engagement, and staying current with platform trends and best practices
- Experience tracking nonprofit marketing KPIs and using analytics tools (e.g., Google Analytics, social media insights, email metrics) to measure performance and optimize strategy
- Exceptional written and verbal communication skills with the ability to write authentic and inspiring content
- Experience creating marketing collateral, including newsletters, annual reports, fundraising appeals, and visual content
- Proficiency with Canva, Mailchimp, WordPress, and social media scheduling tools
- Strong project management skills with the ability to manage multiple campaigns, deadlines, and deliverables simultaneously
- Experience with brand strategy, visual identity management, and style guide development
- Experience supporting or managing events, including promotion, logistics, and communications
- Bachelor's degree in communications, marketing, journalism, or a related field, or equivalent experience
- Passion for youth development, outdoor experiential education, and the outdoors

## WHAT YOU'LL DO

The Marketing & Communications Manager is City Kids' lead storyteller and brand steward. You will develop and execute strategies to raise awareness of City Kids' mission, engage supporters and stakeholders, and drive fundraising through content and campaigns. You will be our lead content creator and own the execution of City Kids' communications plan, managing the cadence of newsletters, social media, email campaigns, annual reports, and fundraising appeals that keep our community informed, inspired, and engaged. You will be responsible for developing and tracking fundraising and donor KPIs, digital marketing and engagement KPIs, and operational and impact KPIs for the department.

You are a skilled project manager who has experience managing multiple deadlines and brings a data-informed approach to growing City Kids' reach and visibility. You have a genuine passion for outdoor experiential education and can authentically communicate the transformative power of wilderness-based programming to a wide range of audiences. You will elevate the voices of our participants and ensure that every piece of content, from an Instagram post to a year-end appeal, clearly reflects why this work matters and how it changes lives.

**COMMUNICATIONS & STORYTELLING — 35%**

- Serve as steward of City Kids' brand voice and visual identity, ensuring consistency and authenticity across all communications
- Execute City Kids' annual communications plan, managing the calendar of newsletters, email campaigns, annual reports, and marketing collateral
- Write and design quarterly newsletters, impact stories, and other donor-facing communications
- Maintain and update website content to ensure accuracy, relevance, and alignment with brand standards
- Maintain photo and video library on Flickr

**FUNDRAISING CAMPAIGNS — 30%**

- Support the Director of Development and Comms to develop campaign strategy and storylines that elevate the key priorities of the strategic plan and clearly articulate the City Kids brand
- Craft and send digital and print communications for annual giving campaigns, including year-end appeals, Giving Tuesday, and day-of-giving campaigns
- Ensure integration of communications tools, Mailchimp, Give Lively, and Salesforce, for accurate segmentation and campaign delivery
- Create fundraising materials, collateral, and presentation support as needed

**EVENT PLANNING & MANAGEMENT — 20%**

- Lead planning and execution of fundraising events, including event promotion, logistics, and communications
- Cultivate and steward corporate sponsors for the annual fundraising event
- Manage invitation and guest list processes for events
- Support the Advisory Board with event planning and execution
- Support volunteer coordination for events, trip staffing, and gear and food donations

**SOCIAL MEDIA & DIGITAL MARKETING — 15%**

- Create and manage a content calendar for social media platforms (Instagram, LinkedIn, and Facebook)
- Develop and publish engaging social media content that grows City Kids' audience, increases engagement, and drives traffic to key campaigns
- Track and report on marketing metrics and KPIs across email, social media, and web to measure performance and inform strategy
- Manage acquisition strategies to generate new email subscribers, social media followers, and community awareness
- Project manage the organization's storytelling routines, including collecting stories from the program team to be used across channels



## MARKETING & COMMUNICATIONS MANAGER

### COMPENSATION

City Kids is committed to investing in our talent because we believe it is directly correlated with our impact. We commit to a compensation model that is value-aligned, transparent, clear, and benefits the total well-being of the employee, thereby making it possible for staff to thrive and grow at City Kids. As such, City Kids uses a Compensation Rubric with a clear set of criteria for each salary band offered.

In addition to the salary, this role will include a full benefits package, which will include:

- Hybrid Remote/In-Person Work
- 100% employer-paid health, dental, and vision coverage (individual); family coverage available
- Employer-paid Short-Term Disability and optional employee-paid Long-Term Disability
- 401K Administration
- 4 weeks PTO (increases with tenure at the organization)
- Up to one week of additional "Rest & Rejuvenation" office closure days
- Jury Duty, Vaccination, and Bereavement Leave
- Outdoor Retailer Discounts

### APPLICATION PROCESS

Candidates should send a resume and cover letter to [dan@citykidsdc.org](mailto:dan@citykidsdc.org) with "City Kids Marketing & Communications Manager" in the subject line.

*The above statements are intended to describe the general nature and level of work to be performed by the individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties as necessary. Minimal heavy lifting and no strenuous activity are required; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position. City Kids Wilderness Project is an equal opportunity employer.*