



Digital Marketing Manager Full-Time

Who We Are

At Logos Academy, we believe that every student should have access to an excellent Christ-centered education no matter what their family's income or background. Partnering with generous donors and hard-working parents we have built a model that has been delivering results for k-12 students for over 24 years.



As an affiliated entity and emerging social enterprise, **LogosWorks Partners** was launched to create opportunity in the next economy while promoting sustainability and funding growth for our work with students. We are building a team that can help us acquire and invest in for-profit businesses driving resources toward strategic areas.

Recently we launched a collective impact initiative called the York County Safety Collab which engages all 17 police departments in York County plus the District Attorney. Through this initiative, we are providing equipment and training while leading public engagement to promote transparency, safety, and equity. We plan to find strategic opportunities for profit generation by leveraging a position of influence and proximity to law enforcement and the community. We are exploring opportunities to build services to train police, serve the public relations needs of departments, consult nationally on building collaboration between law enforcement and the community, and more.



Your Role

We are looking for an energetic and outgoing team player who is flexible, capable, and eager to lead transformative work. You will need skills in digital marketing, storytelling, writing, interviewing, and project management. As the digital marketing manager, you would be assigned 100% to LogosWorks Partners and the work of the York County Safety collab. You will lead marketing efforts for LogosWorks Partners and the public engagement of the York County Safety Collab working with both the public and police departments to form a constructive and positive dialogue through engagement in social media, online, print, and in-person channels. As part of the LogosWorks team, you will manage projects and logistics for business acquisition, police training, advisory groups, and more. As part of a start-up operation, you will help capitalize on exciting opportunities and have to pivot to realize these opportunities.

Experience and Education:

- Bachelor's degree in marketing, journalism, advertising, digital communications, or related field.
- Experience building rapport, relationships, interviewing and partnering with leaders and community influencers.
- Experience writing marketing communications, including email, web, and social media content.
- Proven passion and demonstrated ability using social media channels such as Facebook, Instagram, etc.
- Experience managing social media presence and building online and offline audiences.
- Knowledge of SEO and website best practices.
- Stellar writing, editing, and proofreading skills – writing samples required with application.
- Strong project management skills, with a proven track record in overseeing content projects and multiple priorities to meet deadlines.
- Demonstrated proficiency with apps in Google Workspace, Microsoft Office applications, and experience in content management systems and web design platforms. Experience with graphic design software such as Adobe InDesign and Adobe Photoshop is a plus.
- Valid driver's license

Responsibilities:

- Responsible for planning, developing, and executing on marketing campaigns putting in place goals, establishing target audience, determining messaging, and outlining key performance indicators. Must be able to manage search engine optimization (SEO), website strategy, social media, etc.
- Develop and maintain LogosWorks and Safety Collab digital content including blogs, press releases, graphics, social media content, email campaigns, and more.
- Effectively manage community relationships on Facebook, Instagram, and other channels to generate engagement and brand exposure for the York County Safety Collab and LogosWorks.
- Engage and build rapport with community leaders and police personnel to create, develop and post web and social media content; interact with followers, and monitor engagement.
- Develop and implement branding, marketing, promotional activities, and events.
- Assist in creating budgets, plans, and schedules.
- Provide general clerical and administrative support for LogosWorks and the Safety Collab as required.
- Follow all organization policies and procedures.
- Comply with all elements of the organization's core values.
- Maintain a positive work environment by behaving and communicating in a professional, courteous, respectful, and ethical manner with supporters, co-workers, and supervisors.

Position Compensation and Benefits:

Salary range \$45-52K

Benefits include: Medical, Dental, Vision, Paid Vacation, and Holidays

Apply by completing our application.

© 2022 Logos Academy | 250 West King Street | York, PA 17401-3877 | (717) 848-9835 | info@logosyork.org

Logos Academy does not discriminate on the basis of race, gender or national origin in the administration of its educational programs, admission policies, financial aid, or personnel policies. Logos Academy is a 501(c)3 non-profit organization. All donations are tax deductible.