



2 Boylston Street, 2nd Floor, Boston, MA 02116 | 617-449-7070 | www.urbancollege.edu

Communications and Marketing Manager

General Description

Urban College of Boston (UCB) seeks a dynamic and detail-oriented individual to join our team as Communications and Marketing Manager. The Communications and Marketing Manager will be responsible for communications, including leading the development and execution of our social media strategy, managing our online presence, and building a vibrant online community for the College. The ideal candidate should possess excellent organizational skills, creativity, and should be adept at translating strategy into execution and attainment of key performance indicators for the department. They will also support communications and marketing related to fundraising events. The chosen individual will have a high level of cultural dexterity and experience marketing in diverse settings.

FLSA Status: Exempt

Hours/Week Category: 37.5 hours/week

Salary Range: \$65,000 - \$69,000

This full-time (37.5 hours per week) position is based on UCB's Boston campus (2 Boylston Street, 2nd Floor, Boston, MA 02116) but is currently approved as a hybrid position, with remote work typically available on Monday, Tuesday, and Friday, and an expectation to be in the office on Wednesday and Thursday. This is subject to periodic review by the President.

Social Media Management

- Develop and implement a comprehensive social media strategy aligned with UCB's goals and mission.
- Create and curate engaging content for various social media platforms, including Facebook, Instagram, and LinkedIn.
- Gather and track website and social media analytics.
- Monitor social media channels, respond to inquiries, and engage with the community.
- Analyze social media data and generate insights to inform strategy adjustments.
- Stay updated on emerging trends and best practices in social media marketing.
- Develop and implement social media strategies to increase UCB brand visibility and engagement.
- Create, schedule, and publish content across various social media platforms.
- Monitor social media channels for trends, feedback, and engagement opportunities.
- Respond to comments, messages, and inquiries in a timely and professional manner.

Enrollment & Student Success Communications

- Work collaboratively with Enrollment Services and Student Success teams to develop a communications plan to promote enrollment and student engagement.
- Identify related key performance indicators and the strategies and tactics to meet them.

- Website Updates and Governance
- Regularly update and maintain the organization's website with fresh content, visuals, and relevant campus information.
- Develop and ensure adherence to website governance policies and standards.
- Develop a web calendar of events and keep it updated.

Event Coverage

- Cover events to capture real-time updates, photos, and videos.
- Qualify, cultivate, solicit, and steward Event Committee, lead Event Committee meetings.
- Provide post-event analysis and reporting.
- Internal Communications
- Manage relationships with media outlets, drafting press releases, and handling public relations activities to enhance UCB's public image.
- Facilitate internal communications process to keep all UCB staff informed and engaged.
- Create and distribute newsletters, updates, announcements, as necessary.
- Administrative Tasks
- Coordinate meetings related to community media activities.
- Identify merchandise and apparel purchases and negotiate the best deals for the College.
- Maintain organized files, databases, and records for media-related documentation.
- Create, build, and maintain a UCB photo library.
- Attend project meetings and provide regular updates to leadership.

Qualifications:

- Associate degree in marketing and communications preferred.
- Previous experience in media coordination, social media management, or related fields.
- Strong written and verbal communication skills.
- Proficiency in using content management systems for website updates.
- Familiarity with social media analytics tools.
- Ability to multitask and meet deadlines in a fast-paced environment.
- Creativity and an eye for design to create visually appealing content.
- Photography and videography skills are a plus.

To Apply

Interested applicants should submit a: 1) cover letter and 2) resume. Please submit your application materials to hr@urbancollege.edu.

As part of our application process, we kindly request that you provide a writing sample that highlights your skills in crafting effective and engaging content. This could include a blog post, press release, marketing copy, or any other piece that highlights your communication prowess.

Please attach your writing sample to your response email, ensuring it reflects your best work. If you have a specific preference or if there is a particular aspect of your writing, you would like us to focus on, please feel free to mention it in your submission.

About Urban College of Boston

A private, non-profit college accredited by the New England Commission of Higher Education (NECHE), Urban College of Boston (UCB) opens new pathways to opportunity through individualized, supportive, and multilingual education that prepares a diverse community of learners to pursue career advancement and transform their lives. UCB grants Associate of Arts degrees in Early Childhood Education, General Studies, and Human Services Administration, and offers seven certificates. UCB enrolls over 1,000 students annually, many of whom attend college part-time, while working full-time

and raising a family. Classes are offered in both online and face-to-face formats. UCB offers classes in English, Spanish, Mandarin, Portuguese, and Haitian Creole. Chartered in 1993, UCB has long served an ethnically- and racially- diverse student body; of the over 1,100 students enrolled during the 2022-2023 academic year, 59% identified as Hispanic or Latinx, 14% as Black or African American, 10% as Asian, 6% as white, 3% as another race or ethnicity, and 8% did not indicate their race or ethnicity. During the same period, 92% of students were women and the average age was 37. Urban College of Boston is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. If you require alternative methods of application or screening, please contact us directly at hr@urbancollege.edu.