



Job: Marketing & Communications Project Manager

Supervisor: CEO

Department: Development & Marketing

Role Objective: The Marketing and Communications Project Manager will be an essential member of the Astronaut Scholarship Foundation (ASF) team. This part-time role is responsible for collaborating with the leadership of ASF and contracted agency for leading strategy and storytelling, directing content creation, working with community and industry partners, establishing and engaging brand recognition, communicating with news media, and building relationships with key stakeholders. This position will report to the CEO.

Job related duties:

- Serve as the key liaison to ASF leadership and contracted agency to leading the strategic marketing and communication efforts of ASF across all traditional, digital and social platforms
- Execute strategic communication plans that foster brand recognition and engagement with internal and external audiences
- Identifying compelling and innovative stories, highlighting the unique and impactful opportunities made possible by ASF
- Implementing original tactics and amplifying efforts to achieve marketing goals through all vehicles
- Liaise with agency partners and graphic designers in creating impactful content that resonates with audiences
- Partnering with the leaders in Programs, Fundraising, Events and Governance to integrate Marketing and overall organizational goals
- Building timelines to integrate storytelling strategies grounded in research and relevancy. Measuring and presenting the performance of tactics through relevant metrics and qualitative data.
- Collaborating with industry partners and the STEM community to understand business needs and emerging trends.
- Collaborate with key stakeholders on executing and delivering strategic plans, press releases and curating media lists in coordination with current calendar events and campaigns.
- Responsible for driving daily social, e-newsletters, and digital content.

Skills:

- Minimum of 3 years relevant experience in a professional marketing, public relations, communications role
- Exceptionally skilled in scheduling and project management
- Exceptional organizational skills
- Strong writing and storytelling skills
- Proven experience in media relations
- Ability to work remotely and collaborate virtually

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Education:

- 4-year degree in marketing, communications, or business-related field
- Strong computer skills, working with Microsoft Office, Canva, Adobe, CRMs, etc.

Preferred:

- Aerospace industry knowledge and experience
- 5+ years related experience

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