

JOB DESCRIPTION

Position Title: Data & Marketing Assistant **EMPLOYED BY:** Baltimore Curriculum Project
LOCATION: BCP Central Office **Reports To:** BCP Leadership

POSITION SUMMARY: The Data and Marketing Assistant will assist the BCP Leadership with carrying out the marketing development strategy toward achievement of the organization's mission, strategic plan, and its annual goals and objectives. Specifically, the Data and Marketing Assistant will be responsible for executing initiatives associated with the strategic plan related to marketing, communications, public relations, community outreach, and managing the organization's communications.

POSITION RESPONSIBILITIES: Primary responsibilities of the Data and Marketing Assistant include, but are not limited to:

➤ **Data Management**

- Develop, implement, and monitor systems for data collection, management, and reporting of school-level data for all BCP schools
- Manage information databases for archiving and reporting school-level data
- Review and develop reports for BCP leadership to inform decision-making
- Review and develop reports for City Schools to fulfill compliance requirements
- Develop and administer surveys, forms, and other forms of data collection
- Coordinate with BCP staff to digitize traditional paper processes within the BCP office
- Support the production and publication of the BCP monthly newsletter by providing requested data and analysis
- Monitor and manage school-level information that is essential for effective knowledge of operations, and the development of support to schools
- Coordinate and manage BCP calendar that includes important events at our 6 schools
- Retrieve and develop roll-up reports from NWEA MAP assessment data to support data analysis and interpretation of academic outcomes across all BCP schools

➤ **Marketing and Communications**

- Contribute to maintenance of the BCP and schools' websites and posts to social media accounts
- Assist with the development and production of printed materials including brochures, fact sheets, invitations, etc.
- Assist with production of the BCP monthly e-newsletter (may also support the production of schools' newsletters)
- Manage the dissemination of mailings, flyers, and other correspondence to potential donors, volunteers, and guests in order to



BALTIMORE CURRICULUM PROJECT

2707 E. Fayette Street
Baltimore, MD 21224
baltimorecp.org
410-675-7000
Fax: 410-675-7030
bcinfo@baltimorecp.org

- Manage photo collection from schools; including taking photos and video of school life and activities
- **Fundraising**
 - Manage the fundraising database including all gift entry and acknowledgement; ensuring all gifts are properly recorded and acknowledged in a timely manner
 - Produce accurate donation reports upon request
 - Support with acquiring new donors (individual, foundation, corporate, etc.) and maintain ongoing donor relationships
 - Provide prompt response to all donor inquiries received by any method
 - Prepare annual workplace giving applications to various charitable organizations
 - Assist with planning and production of the annual BCP Leading Minds forum and annual Are You Smarter than a BCP 5th Grader? Fundraiser
 - includes soliciting sponsorships, event logistics, participating on the fundraiser planning committee, recruiting volunteers and other duties
- **Special Projects**
 - Perform basic administrative duties such as filing, data entry, maintaining a filing system and more.
 - Consult and partner with other BCP and/or school-based staff on initiatives, as directed by BCP leadership.
 - Support the charter renewal process, including supporting school SER preparation, data gathering, and writing of charter applications

QUALIFICATIONS: The Data and Marketing Assistant must:

- Have some experience in development, marketing, communications and/or public relations (preferred, but not required).
- Possess strong written and oral communication skills to connect with a broad range of stakeholders.
- Be organized and self-managed with a high attention to detail.
- Be able to handle many responsibilities simultaneously.
- Have the ability to work independently, and within larger work groups; adaptive in response to feedback.
- Exhibit a strong sense of customer service.
- Have experience working in an educational organization or a school, preferably in an urban setting (preferred, but not required).
- Be technologically savvy; knowledgeable about various social and productivity applications; proficient in all Microsoft applications.
- Be able to effectively work in a complex learning environment, free of bias and the limitation of assumptions.
- Be fluent in Spanish (preferred, but not required).

BALTIMORE CURRICULUM PROJECT NEIGHBORHOOD CHARTER SCHOOLS





2707 E. Fayette Street
Baltimore, MD 21224
baltimorecp.org
410-675-7000
Fax: 410-675-7030
bcpinfo@baltimorecp.org

POSITION DETAILS:

The Data and Marketing Assistant is a 12-month, salaried (exempt) position. The assignment is valid for one academic year; offers of employment are re-evaluated year-to-year, contingent on an effective annual performance review. **The salary range for this position is \$50-60K annually, commensurate with candidate qualifications.**

The position is eligible for health benefits through Baltimore Curriculum Project and are included at no cost while full time 35hrs per week or more - Medical, Dental and Vision. For employees working 30-34 hrs per week, the premium is prorated; employer pays most, employee pays the difference in percent of time worked. Also, employees achieve 401(K) eligibility after 1 year of service, which includes a 50% employer match of your contribution up to 7.5% of your salary; the maximum employer match is 3.5%, once your contribution goes over 7% of your salary.

BALTIMORE CURRICULUM PROJECT NEIGHBORHOOD CHARTER SCHOOLS

