



5604 Solway Street, Pittsburgh, PA 15217

412.421.3889
tryingtogether.org

Position: Communications & Marketing Project Manager
Full-Time | Non-Exempt | Salary Range: \$52,000 - \$58,000

Culture:

Trying Together's mission is to support high-quality care and education for young children.

Trying Together is a Pittsburgh-based nonprofit that supports the work of early childhood by providing advocacy, community resources, and professional growth opportunities for the needs and rights of children, their families, and the adults who interact with them. A fast-paced organization, Trying Together looks for dedicated and passionate staff who bring positivity to their work and a solution-oriented sensibility.

Trying Together encourages its team, partners, and communities to interact compassionately and honor the range of cultures, ideas, and identities that root each person. Young children develop and learn by example; this means that children whose early learning environments reflect just actions, equitable opportunities, diverse representation, and inclusive approaches experience healthier interactions and build relationships that enable them to thrive.

Trying Together is an equal-opportunity employer. Trying Together does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

Purpose:

The Communications & Marketing Project Manager is responsible for the coordination of internal Marketing Requests between staff and external contractors in support of Trying Together's advocacy, community resource, and professional growth opportunities in relation but not limited to the: Allegheny Child Care; Buzzword; Early Learning PA (ELPA); Early Learning Resource Center (ELRC) Region 5; Everyday Interactions Matter; The Homewood Early Learning Hub & Family Center; The Institute for Early Childhood Career Pathways; Message from Me; Playful Pittsburgh; Trying Together; and Your Career, Our Future brands, campaigns, initiatives, programs, and tools. Marketing Requests may include but are not limited to: advertising; analytics and data; branding; corporate; customer relationship



management (CRM); development and fundraising; email; event; give-away; graphic design (digital and print); marketing; media; messaging; photography; presentation; print; registration; report; social media; videography; and website content and materials. The Communications & Marketing Project Manager prioritizes meeting the branding, communications, engagement, and marketing needs aligned with Trying Together's organizational tone and strategic priorities in the coordination and development of all content and materials. This position also assists with special projects as assigned by the Director of Community Relations, works collaboratively with all members of the Community Relations Team, and reports to the Assistant Director of Communications Strategy.

Responsibilities:

- Commitment to racial equity and inclusion and a willingness to do the ongoing personal work to bring about a more just society by actively participating in professional growth opportunities.
- Actively work with peers to create a culture of belonging at Trying Together.
- Willingness to disrupt practices that do not honor children's, families', educators', and colleagues' humanity.
- Manage organizational content and material development needs submitted via the Marketing Request Form between staff and external graphic design, photography, videography, and other related contractors.
- Manage the timely submission of invoices from external contractors and vendors to the Administration Team.
- Maintain Shared Drive of "Current Marketing Materials" with FINAL documents for access by all staff.
- Collaborate with the Assistant Director of Communications Strategy to assign tasks to Communications team members to fulfill Marketing Request deliverables in a timely manner.
- Maintain style guidelines across brands, campaigns, initiatives, programs, and tools managed by Trying Together.



- Lead projects such as campaigns and special events as needed.
- Support the Assistant Director of Communications Strategy as needed including but not limited to maintaining a project calendar for communications and marketing requests.
- Work collaboratively across departments within Trying Together to meet the mission and accomplish the work.
- Participate in initial and ongoing professional development for continuous learning and expanding one's professional knowledge base.
- Consistently use the NeonCRM platform to build relationships with constituents, record data that measure project performance, and support continuous quality improvement in the organization's resources and services.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in: communications; English; journalism; marketing; or public relations.
- Demonstrated experience, knowledge, and skills in communications and marketing.
- Current knowledge and three to five years working experience with project coordination and management. Agency experience is a plus.
- Current knowledge and three to five years working experience with digital platforms including but not limited to: Adobe Creative Suite; BaseCamp; Dropbox; Google Suite; Hootsuite; MailChimp Pro; Meltwater; Microsoft Office Suite; NeonCRM; PA PD Registry; Phone2Action; Schoology; SLACK; social media; SquareSpace; Sucuri Monitoring; SurveyMonkey; WordPress; and Zoom a plus.
- Google Project Management Professional and Business Intelligence Professional Certifications preferred.
- Understands and uses best practices for accessibility, information architecture, and writing for websites.
- Strong oral and written communications skills.





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- Strong analytical, creative, strategic, organizational, and personal skills.
- Ability to prioritize and execute tasks in an efficient manner.
- Enthusiasm for professional growth and the ability to self-start.
- Knowledge, interest, or experience in the early care and education field is helpful.
- Ability to work occasional evenings and/or weekends.
- Some statewide travel required.

Required Clearances:

- Clean Act 33 Child Abuse Clearance
- Clean Act 34 PA State Police Clearance
- Clean Act 73 Federal Criminal History Clearance
- National Sex Offender Registry (NSOR) Verification

Required Training:

- Mandated Reporter Training (must be completed in the first month of placement).
- NeonCRM Training (required and recommended online courses must be completed in the first three months of placement).

Benefits:

- Competitive compensation and benefits package.
- Appreciative inquiry and strengths-based review process.

Interested Applicants:

Applicants must apply at tryingtogether.applytojob.com/apply and upload their resume and three work-related references. Phone calls will not be accepted. Posting will remain open until filled.

