Position Description: Marketing and Communications Specialist

Reports to: Janna Forbes, Director of Marketing and Communications
Location: Memphis, TN (In-person)
Hours: Full-time
Compensation: $58,000–$64,000 annually, with benefits
Forward resume and cover letter to: careers@code-crew.org

About CodeCrew

CodeCrew is a Memphis-based nonprofit on a mission to empower communities to shape the future through AI and computer science education. Founded in 2015, CodeCrew started with a conviction Memphis couldn't afford to ignore: the tech economy was accelerating, and too many of its young people and working adults were being written out of it.

A decade later, that conviction has grown into a movement. We've trained 16,000+ students and adults, delivered half a million hours of computer science education, and helped pass legislation guaranteeing Computer Science education for every Tennessee student.

Annual Revenues: $2+ million | For more information, visit www.code-crew.org.

Full Job Description

Marketing Communications Specialist

CodeCrew is seeking a marketing and communications generalist who can move fluidly across projects and own outcomes with minimal oversight. The ideal candidate is a well-rounded communicator who thrives on multitasking and brings creative range and sound judgment to their work, from drafting a media pitch in the morning, to refining a social media editorial calendar by midday, to coordinating event logistics by afternoon.

This role is collaborative and stakeholder-facing, working closely with the Director of Marketing and Communications and cross-functional teams to bring campaigns to life, present ideas, and drive alignment across the organization. With guidance from leadership, you'll be empowered to explore new approaches and solve problems creatively as you help develop and execute a communications strategy that drives measurable results and supports CodeCrew's regional and national visibility, programs, and fundraising goals.

A strong opportunity awaits to build a diverse portfolio across digital, PR, and event marketing, and contribute directly to a mission with national impact.

Key Responsibilities

Content Creation & Storytelling

- Write and edit content across all CodeCrew communications channels, exercising independent judgment on tone,priority, and messaging.
- Develop story-driven content that highlights student/alumni/partner impact and program milestones,identifying compelling narratives from data, programs, and people.
- Produce and support graphic design, video, and photo content, coordinating with freelancers or contractors as needed.
- Manage day-to-day website content updates and maintain consistency of voice and brand across all materials.

Public Relations & Media Relations

- Draft and pitch media materials to local, regional, and national outlets.
- Build and maintain media contact lists, and cultivate relationships with journalists, influencers, and other key stakeholders.
- Monitor media coverage, compile coverage reports, and flag opportunities or risks to the Director.
- Support thought-leadership efforts, including coordinating logistics and prep materials for executive interviews, panels, and speaking engagements

Social Media & Digital Marketing

- Own the editorial calendar end-to-end, planning, scheduling, publishing, and monitoring content across all platforms.
- Track engagement and campaign metrics, and compile performance reports with actionable insights.

Program, Event & Vendor Support

- Partner with the Programs team to market program launches, recruitment drives, and milestones.
- Lead marketing and promotional logistics for events, campaigns, and community engagement activities, including print production and branded materials (Canva, Adobe Creative Suite, etc.).
- Coordinate with external vendors and contractors (PR, design, video) to keep deliverables on brief, on brand, and on schedule, and manage CodeCrew's photo/video asset library.

Required Skills & Qualifications

- A minimum of 5 years of professional experience in marketing, communications, public relations, or a related field. Backgrounds in nonprofit, corporate, agency, education, or technology settings are all welcome.
- Demonstrated generalist range with hands-on experience across content/copywriting, social media, and media relations.
- Exceptional written and verbal communication skills, with strong storytelling instincts and the ability to synthesize information from multiple sources into clear, audience-appropriate content.
- Hands-on experience managing social media accounts for an organization or brand.

- Sound editorial judgment and the ability to work independently, set priorities, and manage multiple deadlines in a fast-paced environment.
- Experience briefing and coordinating outside vendors, freelancers, or contractors.
- Comfort using data and engagement metrics to inform content and campaign decisions.
- Collaborative team player with a genuine interest in community impact and education equity.

Preferred Qualifications

- Positive team-player and self-starter who thrives working with others and is excited to represent CodeCrew. Someone who is highly organized, driven, and curious.
- Excellent written and oral communication skills with superb attention to detail.
- A keen understanding of, or passion for, the technology space.
- Media relations background and experience working cross-functionally across different stakeholders while demonstrating integrity at all times.
- Strong organizational skills, with the ability to focus, simplify tasks, and manage multiple projects and programs from start to finish under pressure.
- Proficiency with Canva and Adobe Creative Suite (Photoshop, Illustrator, Premiere).
- Experience with email marketing platforms (e.g., Mailchimp) and social media scheduling/analytics tools.
- Working knowledge of SEO principles and experience with website content management systems. Familiarity with WordPress preferred; willingness to learn required.
- Photography or videography skills (capturing and editing content in the field).
- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field, or equivalent professional experience.

Compensation Details

CodeCrew is offering an annual salary of 58,000–64,000, based on experience, plus medical benefits and paid time off.

Equal Opportunity

CodeCrew is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees, and we encourage candidates of all backgrounds to apply.