



Marketing & Communications Lead

Reports to: Executive Director
Salary: \$53,000 – \$60,000, commensurate with experience.
Hours: Full-time 37.5 hours per week
Location: Dartmouth Office, with hybrid work schedule
Deadline: July 5, 2025 @ 11:59PM

About The PREP Academy

The PREP Academy is a community based non-profit organization that inspires and prepares African Nova Scotian students for college and university. We coach students in Grades 10, 11, 12 and continue to provide wraparound supports as they transition and complete college and university. We provide students and parents with access to resources and information, and help them navigate college and university processes. Our culturally informed programs guide students as they plan, prepare and pursue college and university directly after high school.

Position Summary

The Marketing & Communications Lead is a confident and experienced creative who thrives in a dynamic, mission-driven environment. Reporting to the Executive Director, the Marketing & Communications Lead will oversee all aspects of marketing, including content creation, social media management, email campaigns, website maintenance, and storytelling initiatives. This role is ideal for a strategic thinker who is comfortable working independently, balancing multiple priorities, and leveraging digital platforms to drive awareness, donor engagement, and community impact.

Key Responsibilities

- Create, edit, and manage engaging visual, written, and multimedia content for social media, newsletter, website, email campaigns, and other digital platforms that align with our marketing strategy (Instagram, Facebook, LinkedIn, Twitter, TikTok).
- Lead effective communication with team members across Programs, Student Services, and Fund Development departments, and take initiative in leading the strategic direction of marketing and communications to support organizational goals.

- Oversee the creation of visual and written materials, including but limited to: brochures, one-pagers, posters, student handouts, reels, graphics, blog posts, rack cards, swag and other promotional materials.
- Take lead with producing compelling content that highlights success stories, program outcomes and community impact (i.e. thank-you videos, spotlight features, donor reports, and Annual Impact Report).
- Maintain a content calendar, ensuring a steady stream of engaging and mission-driven content for all our key audiences.
- Support media relations efforts, including drafting press releases and coordinating media interviews.
- Maintain and update the organization's website with fresh content, ensuring accessibility, clarity, and strong SEO performance. Track website analytics and user engagement.
- Monitor trends, engage with followers, and respond to inquiries to foster community engagement.
- Supervise and mentor a Marketing Student Intern, providing guidance, training, and constructive feedback.

We are a team-oriented organization that values collaboration and mutual support, so additional responsibilities may be assigned as needed.

Education and Experience

- Minimum of 2 years recent experience in marketing and communication, with added value is that experience includes work in nonprofit, education or community-based settings.
- Undergraduate degree or diploma in marketing, communications, public relations, business or a related field (or equivalent life experience, self-guided learning and transferable skills).
- Proven ability to write effectively in various formats with the ability to adapt communication style to meet the needs of different target audiences.
- Strong grasp of marketing strategy with hands-on experience in planning and implementation.
- Minimum 2 years of experience using a range of digital marketing tools, including content management systems and platforms like Mailchimp, WordPress, Google Ads, Canva, Adobe Creative Suite, CapCut, and Meta Business Suite.
- Experience mentoring interns is a plus, fostering an inclusive and meaningful learning experience.
- Experience creating visual content (such as video, graphic design, or photography) is preferred.

Ideal Candidate

The ideal candidate is both a creative storyteller and strategic thinker – someone who can balance big picture marketing vision with hands-on execution. You are passionate about meaningful community impact, skilled at crafting messages for diverse audiences, and energized by the challenge of building brand visibility for a mission-driven organization. Comfortable working both independently and collaboratively, you bring curiosity, cultural awareness, and a commitment to equity in everything you create. If you are an energetic self-starter who enjoys an open-office environment with a team-focused and collaborative culture, who loves to create and embraces ownership, we would love to hear from you!

Working Conditions

- *Hybrid Work Environment:* This role offers a mix of remote and in-office work at our Dartmouth location, typically Tues, Wed, Thurs in office.
- *Occasional Evening and Weekend Work:* Occasional evening and weekend work will be required to support community events, student programming, and donor engagements. Flex time is available to accommodate these hours.
- *Travel Requirements:* The role may require occasional and scheduled travel across the province to attend school site visits. Must have access to reliable transportation.

Benefits

In addition to the family connected work environment, we support a healthy work-life balance. We offer health and dental benefits, life insurance, educational assistance, an annual professional development allowance, an annual employee scholarship program, 3 weeks paid vacation to start for full time staff, free parking, paid mileage, casual dress, a paid December end of year closure (typically 3 weeks), paid birthday day off, a company laptop and company phone.

How to Apply

Please merge your cover letter and resume into one PDF and:

- Use the subject header: Marketing & Communications Lead
- Send to: hr@thepreacademy.ca
- As part of the interview process, shortlisted candidates will be invited to complete a series of brief assignments to showcase their skills and approach to digital content creation and communications.
- If accommodation to the recruitment process would help you present your full contribution potential to the process, we would love to support you.

Statement of Intention: We are dedicated to empowering and uplifting Black youth in education through our programs, initiatives, and advocacy. While our mission focuses on serving Black students and addressing systemic inequities in education, our team reflects a commitment to diversity, equity, and inclusion across all identities. We welcome and encourage applications from individuals of all backgrounds. Candidates do not need to identify as Black but must demonstrate a deep understanding of and respect for the lived experiences, cultural backgrounds, and unique challenges faced by the students and communities we serve.

We thank all applicants, however only candidates selected for an interview will be contacted. Employment is subject to a successful clearance of a criminal record check, child abuse registry check and vulnerable sector check.