



We are GPS Education Partners, we are fundamentally changing the way technical education is delivered in the U.S., and we are looking for enthusiastic team members to join our team and be a part of our incredible mission as we grow to new heights.

By leveraging our credentialed youth apprenticeship program, we are changing trajectories of students' lives and impacting the future of our students, businesses, and local communities.

We have a professional, dynamic team that is dedicated to our mission and to positively impacting the personal, leadership, and technical skills our students acquire before graduation.

If you are a self-starter, goal-oriented, and enjoy meaningful work in a fast-paced team environment, then we would like to hear from you today.

GPS Education Partners is seeking a **Marketing Manager**.

Core Responsibilities:

- Execution of long and short-term marketing strategy with an understanding of the driving factors for a diverse group of stakeholders including manufacturing/business partners, parents/students, school districts/educators, donors and the broader community
- Develop and execute a comprehensive corporate communication plan to support GPS Education Partners corporate brand and business development initiatives for a dynamic, growing organization with an innovative model of education
- Lead the development and communication of key value propositions to support overall business strategy for key each primary stakeholder through multiple methods
- Assist in the planning and execution of annual events including graduation ceremonies, open house events, ribbon cutting



NAVIGATING STUDENT SUCCESS

ceremonies and annual fundraising event in collaboration with Executive Leadership team

- Develop and implement strategic web design, content and layout with Executive Leadership team including the creation of graphic design content
- Formulation and execution of comprehensive social media marketing strategy to encompass a wide range of social tools and programs to maximize exposure and reach

Required Skills:

- Demonstrated ability to develop a strategic marketing plan and lead a team in the execution of that corporate vision
- Innovative thinker to guide branding, communications and creation of media collateral
- Ability to manage resources and achieve goals within tight timelines
- Strong customer service and interpersonal skills, both verbal and written

Education/Certifications/Licenses:

Bachelor's degree in Marketing/ Communications with 5-7 years of experience including strong project management and staff supervision experience

Please send your resume and cover letter to careers@gpsed.org.