

# HARLEM VILLAGE ACADEMIES

**ORGANIZATION:** Harlem Village Academies  
**POSITION:** Marketing and Design Manager  
**REPORTS TO:** Matt Scott, Chief of Staff  
**LOCATION:** New York City (First Avenue and 121<sup>st</sup> Street)  
**WEBSITE:** [www.harlemvillageacademies.org](http://www.harlemvillageacademies.org)  
**CONTACT:** **Alli Zimmermann**

## THE ORGANIZATION

Harlem Village Academies is widely recognized as a national leader in the education reform movement. Its growing network of public charter schools are transforming the lives of children in Harlem by providing them with an excellent education. Led by a team of passionate social entrepreneurs, Harlem Village Academies has developed and effectively executed on a clear, focused strategy: hire talented and passionate teachers, provide them with autonomy and extensive professional support, and hold them accountable for results. HVA sets high standards for students' academic performance and personal conduct; intervenes with love and rigor when a child is off-track; and engenders in students a love of learning, a spirit of community, and dedication to academic and behavioral excellence.

The results have been extraordinary, and Harlem Village Academies has achieved national prominence as one of the highest performing urban schools in the country. Students enter the academies several years below grade-level, many with a history of poor behavior. Yet after a few years with the school they make remarkable gains.

- **100%** of eighth graders passed the NYS Science Test.
- **100%** of eighth graders passed the NYS Math Test, ranking Harlem Village Academy **#1** of all open-enrollment public schools in New York State.
- Over **90%** of eighth graders passed the NYS English Test.
- **96%** of eighth graders passed the NYS Social Studies Test.
- **100%** of high school students passed the Integrated Algebra Regents exam.

In addition to its remarkable, consistent track record of educational excellence, Harlem Village Academies has an exceptionally committed Board of Directors and an extraordinary group of supporters including some of the country's most prominent and influential leaders in business, finance, real estate and media. The organization recently completed a \$67 million capital campaign to build a new high school in the heart of Harlem and has a robust pipeline of donors.

Harlem Village Academies is regularly featured in New York and national media and serves as a model for schools across the United States. New York City Mayor Michael Bloomberg calls Harlem Village Academies "a model of excellence" and "the poster child for this country."

## **THE OPPORTUNITY**

With its proven, replicable educational model, Harlem Village Academies is poised for growth. In addition to building Harlem's first high-performing public high school, the organization plans to scale up to a system of schools at a pace that ensures continued excellent educational quality. Harlem Village Academies seeks a sophisticated, passionate Marketing and Design Manager to support the organization's recruiting, fundraising and communications efforts. This person will manage the production of all mailings, e-mailings, videos and other collateral materials, and will seek opportunities to use online communication to further expand our community of supporters.

## **RESPONSIBILITIES**

- Support the success of the recruiting, development and communications teams by managing the production of mailings, e-mailings, videos and other collateral materials
- Maintain the HVA website, ensuring content is current and all web pages are properly functioning
- Manage the organization's social networking efforts and proactively look for ways to increase our online community of supporters
- Monitor and catalog all media coverage of Harlem Village Academies and compile a quarterly update of coverage
- Proactively compile and manage an annual calendar of marketing efforts
- Coordinate other marketing efforts as they arise

## **QUALIFICATIONS**

The ideal candidate will be a highly intelligent, driven individual with warm character, and exceptional integrity. He or she must be a genuinely kind individual who thrives as part of a highly motivated, committed team, and who has a passion for marketing and online communications. Other qualifications:

- Bachelor's degree
- Three to five years of professional experience
- Excellent organizational, project management and time management skills
- Self-motivated, resourceful, and detail- and deadline-oriented
- Highly organized with the ability to manage multiple projects simultaneously
- Excellent oral and written communication skills, with an ability to communicate to various constituencies and work effectively with a variety of staff at all levels within the organization
- Proactive, entrepreneurial style with the ability to take initiative, recognize opportunities, and develop and implement focused plans for executing on those opportunities
- Strong team player, with willingness to be hands-on and do whatever it takes to support the success of Harlem Village Academies
- Advanced proficiency with relevant publishing and production software
- Passion for digital media and the web

## **ORGANIZATIONAL CULTURE**

All team members are expected to be committed to the mission, vision and values of Harlem Village Academies, have a positive and professional attitude, exhibit a very strong work ethic (including a willingness to work long hours) and possess an inner drive for personal and professional excellence. The ideal candidate will thrive working within an entrepreneurial and results-driven environment.

## **TO APPLY**

Applications should include a thoughtful cover letter describing your interest, qualifications and how you learned of the position. Resumes and cover letters (in PDF format) will be reviewed as received. Please e-mail all applications to [resumes@harlemvillage.org](mailto:resumes@harlemvillage.org) with “HVA – Marketing and Design Manager” in the subject line.

*Harlem Village Academies is an equal opportunity employer and welcomes candidates from diverse backgrounds.*