

Job Description: A4L Marketing & Messaging Manager

Position Overview

We are seeking a part-time Marketing & Messaging Manager to help advance and execute our organizational rebrand. This role will play a central role in operationalizing our new messaging playbook, developing clear, consistent, and actionable messaging across channels, assets, and stakeholders.

Working closely with internal staff and community stakeholders, this person will manage messaging execution, support rollout milestones, and help build sustainable processes that ensure our brand voice is applied consistently over time.

Key Responsibilities

Messaging & Content Execution

- Execute the organization's messaging roadmap, supporting rebrand rollout across priority channels (e.g., website, email, social media, events, presentations), and helping move the organization from a branded house to a hybrid brand model.
- Develop, refine, and QA existing and new marketing copy to ensure alignment with the messaging playbook, brand voice, and tone principles.
- Support creation and maintenance of shared messaging assets, including FAQs, messaging guides, templates, and sample copy.
- Help translate high-level brand concepts into practical, audience-specific messaging (e.g., technical vs. non-technical, product vs. community).

Playbook Advancement & Operationalization

- Partner with internal A4L staff to evolve the messaging playbook based on real-world usage, stakeholder feedback, and emerging needs.
- Help define and document lightweight processes for requesting, reviewing, approving, and maintaining messaging assets.
- Maintain an organized asset structure so approved content is easy to find, reuse, and update.

- Support experimentation with AI-assisted content development while ensuring tone, clarity, and accuracy.

Rollout, Coordination & Enablement

- Support messaging rollout tied to key milestones (e.g., conferences, launches, campaigns).
- Coordinate with internal team members and external contributors to gather input, feedback, and approvals.
- Work with the A4L team to help partners and community members to use the new messaging confidently and consistently.

Measurement & Iteration

- Help define simple success metrics and feedback loops for messaging effectiveness.
- Collect and synthesize qualitative and quantitative feedback to inform future refinements.
- Support continuous improvement of messaging based on engagement, clarity, and usability.

Qualifications

- 4+ years of experience in marketing and communications roles (nonprofit or mission-driven experience strongly preferred).
- Demonstrated experience translating brand strategy into content.
- Strong writing and editing skills, with the ability to adapt tone for different audiences.
- Experience managing marketing workflows, content operations, or playbooks.
- Comfortable working independently in a part-time role while collaborating with cross-functional stakeholders.
- Familiarity with education or standards-based organizations is a plus.

Employment Type

- Part-time
- Remote

Salary

- Commensurate with experience and education

Interested Candidates may send a resume/CV along with a letter of interest to careers@a4l.org.