



Program Manager, Vroom Communications

About the foundation

The Bezos Family Foundation supports rigorous, inspired learning environments for young people, from birth through high school, to put their education into action. Through investments in research, public awareness and programs, we work to elevate the field of education and improve life outcomes for all children.

About the position

The Program Manager, Vroom Communications will provide brand and communications strategy, support, and relationship management, with a focus on content integrations, co-promotions and brand and media partnerships.

We seek a creative, collaborative colleague who understands brand management and channel marketing. Successful candidates will demonstrate ability to strategically cultivate, develop and launch partnerships to support Vroom brand awareness including sharing of Vroom messages, content, and materials. This team member will work closely with the internal Vroom and Communications teams to increase relevance and adoption of Vroom tools and resources. Besides brand stewardship and management, the position requires strong marketing and communications experience; relationship management experience; strong verbal, written, and presentation skills; and ability to find innovative approaches to connect with key audiences.

Key Responsibilities:

Relationship & Partner Management

- Manage a growing portfolio of relationships focused on content integration, co-promotion marketing, and consumer brand and media partnerships.
- Provide marketing and branding assistance to programmatic activation partners, promoting fidelity to the Vroom brand while preserving the adaptive quality and validity of community-owned activations and the national movement.
- Assess, prioritize, and build relationships with key organizations, influencers, and others to support community engagement and awareness, including sustainable adoption of Vroom tools and resources with target audiences.
- Ensure that internal and external audiences are kept apprised of project updates.

Strategic Brand Marketing & Awareness Building

- Identify, develop, and implement comprehensive marketing strategies and tactics that align with Vroom and Communications goals and further the Vroom initiative through brand integrations across CPG products, marketing collateral, consumer media, digital ecosystem, and the built environment.
- Work closely with internal teams to oversee and coordinate launch of awareness-building efforts to support both the on-the-ground community-focused programmatic work and the direct-to-parent focus.
- Develop an informed awareness of early education landscape to identify opportunities for growth and to optimize brand image and positioning.
- Project management including resources needed, timeline, and results. Track, measure, and report on performance monthly. Identify trends and opportunities for improvements and iteration.

Materials for Channel Marketing

- Work with internal colleagues and partners to understand and prioritize Vroom collateral needs to best serve our multiple audiences.
- Assess, prioritize, and oversee development of Vroom collateral, assets, and other tools, as needed, to support awareness and promotion efforts.
- Work with Vroom and Communications colleagues to strategically plan, source and build out content for individual digital marketing channels and other vehicles for direct communications, including social media, e-Newsletter and website.
- Work collaboratively to identify impact story needs and leads that will boost awareness and be integrated into marketing channels. Support gathering, tracking, and sharing of stories from families and partners.
- Provide project management for tracking and handling clearance and approvals of materials and content, as required.
- Write, edit, and produce messaging in collaboration with Vroom and Communications team members, as needed. Coordinate messaging with Sr. Communications Manager to ensure professionalism and message consistency.



- Ensure all messages and materials follow Vroom brand and messaging guidelines and meet high standards of editorial quality, accuracy, relevance, readability, and user experience.
- Maintain the brand technical standards, usage guidelines, written style guide, brand voice and messaging hierarchy.

Required Experience and Education:

- Five to seven years of progressively responsible brand, marketing and/or communications experience required. Social impact organizations or campaigns preferred.
- A minimum of three to five years of relationship and/or partner management.
- Strong experience and understanding of traditional and emerging strategies for building strong awareness and promotional partnerships.
- Demonstrated ability to develop and steward brand standards in balance of promoting awareness activities and tactics to reach key audiences.
- Demonstrated ability to set short and long-term planning goals aligned with strategy. Able to handle both strategic visioning and tactical execution in service of achieving clear and ambitious goals.
- Strong project management skills.
- Proven record of accomplishment with examples from previous campaigns and partnerships using data, analytics to direct and measure performance. Ability to analyze internal analytics and market data to crystalize audience insights.
- Proficiency the Microsoft Office suite and experience with Salesforce, MailChimp and Google Analytics preferred.
- Bachelor's degree in Marketing, Communications, or Journalism preferred.

Characteristics:

The successful candidate will possess the following attributes:

- Passion for the Foundation's mission with an interest in the science of early childhood and belief in the power of a nationwide initiative to influence parent behavior.
- Exceptional written, verbal, and oral communications skills, including ability to communicate with an array of different and culturally diverse audiences in a captivating manner.
- Strong interpersonal skills (e.g. listening, negotiating, facilitating, managing conflict). Responsive, clear, and able to adapt for diverse communication styles with colleagues and partners.
- Sound judgment with bias for action. Demonstrated ability to meet tight deadlines and work under pressure with commitment to quality and accuracy with a strong attention to detail.
- Ability to thrive in a creative, fast-paced and highly collaborative culture that emphasizes excellence, collegiality, and teamwork.
- Highly energetic with the ability to motivate others and create a team environment where everyone wants to do their best and deliver results
- Possesses a positive, professional and proactive approach to problem solving
- Ability to prioritize projects and manage resources
- Ability to maintain the highest levels of confidentiality
- Possesses a strong work ethic; does whatever it takes to get the job done
- Unwavering integrity, ethics, and sound judgment; comfortable with an open and transparent work environment
- Innovative, resourceful and conscientious of organization's brand and assets
- Strategic thinker, ability to map daily responsibilities to the organization's overall mission and goals
- Ability to work proactively and take initiative to support changing needs of the team

Location: Seattle, Washington

As part of our standard hiring process for new employees, employment will be contingent upon successful completion of a comprehensive background check.

Please send resume and cover letter to careers@bezosfamilyfoundation.org

Bezos Family Foundation is an equal opportunity employer and supports workplace diversity