



# Junior Achievement<sup>TM</sup>

## of Southeastern Pennsylvania

**Job Title:**

**Location:** Southeastern PA (Office is located in Philadelphia)

**Organization:** Junior Achievement of Southeastern PA

**Salary Range:** \$70,000-\$80,000

**Reports To:** President & CEO

**Direct Reports:** None

**About Us**

Junior Achievement of Southeastern PA (JASEPA) equips young people for economic mobility and the pursuit of their own ambitions.

**Position Summary**

The Director of External Affairs leads the organization's external engagement efforts, overseeing communications, marketing, and public policy engagement. This role is responsible for executing strategies that strengthen the organization's brand, elevate its public presence, and support policy and partnership goals aligned with its mission.

**Key Responsibilities**

Communications & Public Relations

- Develop and execute external communications plans aligned with organizational priorities.
- Serve as a spokesperson and manage media relations, including press outreach, interviews, messaging, and issue response.
- Oversee development of content across platforms, including press releases, speeches, newsletters, reports, website content, and social media.
- Ensure consistency in messaging, voice, and brand standards across all communications.
- Monitor media coverage and support proactive reputation management and issue response.

## Marketing & Brand Strategy

- Support brand positioning and storytelling to enhance visibility and engagement.
- Partner with internal teams to plan and implement marketing campaigns that advance programmatic and organizational goals.
- Oversee digital marketing efforts, including social media, email campaigns, and website content.
- Track performance metrics and use insights to refine campaigns and outreach strategies.
- Manage relationships with external vendors, agencies, and consultants.

## Government Relations

- Build and maintain relationships with local, state, and select federal stakeholders and partners.
- Represent the organization in coalitions, working groups, and community forums.

## Stakeholder Engagement & Partnerships

- Support executive leadership in external engagements, including meetings, events, and speaking opportunities.
- Coordinate across teams to align external affairs efforts with organizational priorities.
- Help ensure consistent and effective external engagement across programs and initiatives.

## Qualifications

- Bachelor's degree in communications, public affairs, public policy, marketing, or a related field required; advanced degree preferred.
- 6–10 years of relevant experience in communications, marketing public affairs, government relations, or a related discipline.
- Demonstrated experience managing media relations, developing communications strategies, and producing high-quality written content.
- Familiarity with public policy processes and experience engaging with government or civic stakeholders.
- Strong project management skills with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Excellent written and verbal communication skills, including the ability to tailor messaging for diverse audiences.

- Experience with digital marketing tools, social media platforms, and analytics.
- Proven ability to build relationships and collaborate effectively across teams and with external partners.
- Strong judgment and ability to handle sensitive issues with professionalism and discretion.
- Passion for the organization's mission and commitment to advancing its goals through external engagement.

### **Physical Requirements**

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Access to reliable transportation is required.
- While performing the duties of this job, the employee is frequently required to: sit, walk, occasionally required to reach with hands and arms, continually required to talk or hear, occasionally required to bend, lift, or climb, frequently required to lift and carry light weights (25-50 pounds), and specific vision abilities include: close vision, distance vision, and ability to adjust or focus.

### **Benefits:**

- Competitive salary and benefits package.
- Flexible work environment.
- Opportunity to make a meaningful impact in the community.

### **How to Apply:**

- Interested candidates should submit a resume and work samples to Stephanie Gambone at [stephanie.gambone@ja.org](mailto:stephanie.gambone@ja.org).