



Job Title: Communications & Events Manager
Reports to: Senior Director of Development
Location: Nashville, TN
FTE Status: Full Time in-person
Compensation: Salaried, depending on experience, paid time off, generous health benefits, 401k match

COMPANY SUMMARY

Junior Achievement of Middle Tennessee (JAMT) helps inspire and prepare young people to succeed in today's global economy. JAMT connects schools and businesses through hands-on programs that teach students about business, entrepreneurship, financial literacy, career readiness, and civic responsibility. Through these programs, JAMT works to reach several important goals:

- To motivate and inspire students to see why education matters and help them make smart choices about their future education and careers.
- To teach students the skills needed to be successful in any job, such as problem-solving, creativity, and teamwork, while encouraging innovative and entrepreneurial thinking.
- To develop financially literate youth so they can make responsible financial decisions as adults.
- To increase student understanding and appreciation of their civic rights and responsibilities to contribute to their communities.

Junior Achievement of Middle Tennessee is a local affiliate of JA USA, the nation's oldest and largest economic education organization with over 105 years of experience. The organization supports programs across 23 counties.

POSITION CONCEPT

The Communications & Events Manager will develop and execute events, marketing and communications campaigns to support JAMT priorities. This position will foster community connections, manage brand integrity, and promote awareness of the mission and programs to our community. The role's primary function is to broaden and strengthen the organization's relationships and brand awareness through multi-channel communications efforts to attract, motivate, and sustain current and new community stakeholders.

KEY RESPONSIBILITIES

Communications, Brand & Marketing

Strategic Communications & Brand Stewardship

- Develop, execute, and evaluate an innovative annual marketing and communications plan to elevate JAMT's brand awareness and community engagement across Middle Tennessee.
- Elevate the JAMT brand voice, visual identity, and standards across all internally and externally produced content. Creativity and innovation is encouraged.

- Serve as lead for all JAMT messaging, internal and external communications
- Collaborate across departments (Programs, Development, Operations) to create materials that align with JAMT's mission, vision, and strategic priorities.

Storytelling & Content Creation

- Craft compelling, impactful, and persuasive content, written, visual, and video, that drives awareness, engagement, and mission-aligned results across all constituent audiences (students, educators, volunteers, donors, and the general public).
- Partner with the Development team to prepare scripts, talking points, and written remarks for fundraising and cultivation events.
- Capture student impact stories through interviews, classroom visits, and program observation, and translate those stories into content that resonates across channels.

Multi-Channel Marketing & Digital Presence

- Build and execute a marketing calendar that grows awareness of JAMT's mission and programming and reaches new audiences through paid, earned, and owned channels.
- Manage JAMT's website, ensuring current and accurate information.
- Own JAMT's social media presence across all primary platforms including strategy, content calendar, publishing, community management, and performance reporting.
- Manage email marketing. Design, segmentation, deployment, and analysis using the organization's CRM and email platform.

Media & Public Relations

- Establish and maintain media relationships across the Middle Tennessee region, writing press releases and securing interviews to promote JAMT's mission, programs, and signature events.
- Leverage public relations opportunities to recognize supporters, celebrate student outcomes, and elevate organizational visibility.
- Approach all media projects through an intersectional, diverse, and culturally aware lens.

Events Management

Event Strategy & Planning

- Contribute to JAMT's annual events strategy by planning, executing, and evaluating signature fundraising events (such as the Nashville Business Hall of Fame, JA Bowl-A-Thon, Backstage at BizTown, golf tournament, and donor cultivation events).
- Collaborate with the Development team to develop and deepen partner engagement.

Event Execution & Logistics

- Oversee all aspects of event execution, including logistics, vendor contracts and relationships, run-of-show, registration, sales tracking, and post-event communication.
- Solicit, package, and promote silent auction where applicable; coordinate auction logistics from procurement through fulfillment.

Event Marketing & Stewardship

- Lead all event-related marketing and communications (including invitations, save-the-dates, program books, signage, social campaigns, and post-event recognition) ensuring consistent brand voice across every touchpoint.
- Serve as an enthusiastic, articulate JAMT representative at all special events; steward relationships with donors, sponsors, corporate partners, and volunteers before, during, and after each event.
- Track event performance against revenue, attendance, and engagement goals; provide accurate and timely post-event reports to leadership.

QUALIFICATIONS & SKILLS

- Bachelor's degree in communications, marketing, journalism, public relations, or a related field OR equivalent professional experience.
- Minimum of 3–5 years of experience in marketing, communications, and/or event management.
- Demonstrated event management skills, including planning, organizing, staffing, vendor management, and evaluation.
- Excellent storytelling and persuasive written and oral communication skills, with the ability to adapt to a wide variety of audiences and communication mediums.
- Clear understanding of current digital marketing trends and hands-on experience with social media, email marketing platforms, CRM systems, and website content management.
- Creative design experience (Canva, Adobe Creative Suite, or comparable tools) sufficient to produce on-brand collateral independently. Photography, videography, or basic video editing skills.
- Familiarity with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint).
- Ability to work occasional nights and weekends in support of events; longer workdays leading up to events and 10–12 hour days on event days are expected.

This job description is meant to provide a general overview of the responsibilities and qualifications for a Communications & Events Manager role. Specific duties and requirements may vary depending on the organization and its needs.

EEO POLICY

JA of Middle Tennessee's success depends on our ability to create a diverse, equitable, and inclusive environment. We are committed to attracting, developing, retaining, and promoting a diverse workforce and infusing DE&I throughout our internal practices. Every JA USA employee brings unique talents to our work. We encourage people from underrepresented backgrounds and all walks of life to apply.

BACKGROUND CHECK

This position is subject to the successful completion of a background check and verification of educational credentials listed on the applicant's résumé.

ADDITIONAL INFORMATION This position description does not state or imply that these are the only duties to be performed by the employee. This document does not create an employment contract, implied or otherwise, beyond an at-will relationship.

HOW TO APPLY To apply, please send a PDF of your cover letter, résumé and digital portfolio (if available) to the Senior Director of Development at JAMT_hr@janash.com. Incomplete applications will not be considered.