

COMMUNITY CENTER FOR EDUCATION RESULTS JOB OPPORTUNITY: DIGITAL COMMUNICATIONS MANAGER

Posted: August 27, 2018

The Community Center for Education Results (CCER), which supports the Road Map Project initiative, is looking for a Digital Communications Manager to oversee our digital platforms, including the soon-to-be-relaunched roadmapproject.org. The Digital Communications Manager will report to the Communications Director and work alongside the Communications Coordinator to amplify the voices of our communities and share stories of work to change systems serving our children and youth.

ABOUT CCER AND THE ROAD MAP PROJECT

CCER is a 501(c)(3) nonprofit organization established in 2010 to staff and support the Road Map Project—an education initiative to boost student success in seven King County, Washington school districts: Auburn, Federal Way, Highline, Kent, Renton, (South) Seattle, and Tukwila. Through multisector collaboration with hundreds of organizations and individuals, the Road Map Project aims to increase equitable policies and practices in education systems to eliminate opportunity gaps, and for 70 percent of the region's students to earn a college degree or career credential by 2030.

THE OPPORTUNITY

The Digital Communications Manager is a new position that will allow CCER Communications to focus on content development and communications strategies for regional alignment with the Road Map Project's vision, values, and goals. Communications is part of a larger Community Engagement team at CCER.

You're perfect for this position if...

- You demonstrate a personal commitment to anti-racism work with an understanding of the challenges and barriers faced by communities concerning race, ethnicity, class, ability, immigration status, and gender—and their intersections.
- You have experience working in partnership with, and for, communities of color.
- You pay attention to details and have a good eye for design. You are quick to flag and update old website content; can spot patterns in digital analytics; enjoy copy editing; and know the principles behind effective pagination/layout design.
- You thrive in fast-paced, collaborative work environments and can nimbly respond to shifting priorities. You can multitask and meet deadlines.
- You are seeking a career in nonprofit communications.
- You maintain a great sense of humor, even when the work gets difficult.

RESPONSIBILITIES

- Manage, and lead strategy for, the Road Map Project's digital channels: websites, social media, and email communications. This includes setting and implementing content strategy, overseeing work by contractors, monitoring email list health, keeping up with WordPress updates, and more.
- Overhaul the Road Map Project's email communications, including redesigning newsletters, making recommendations for new email service providers, and organizing contact lists.

COMMUNITY CENTER FOR EDUCATION RESULTS JOB OPPORTUNITY: DIGITAL COMMUNICATIONS MANAGER

- Establish website, social media, and email/newsletter metrics and targets; analyze results and prepare monthly and annual internal reports to inform future communications efforts.
- Keep abreast of digital trends and technologies, such as changes to social media algorithms.
- Perform basic graphic design and photography work, including photo editing and creating compelling images for social media.
- Contribute to CCER Communications' shared responsibilities, including curating and creating content for our communications channels; taking on writing, editing, and publishing tasks; cataloging CCER Communications' shared files; and providing communications support to CCER colleagues and Project partners.
- Collaborate with CCER staff and Road Map Project partners to align communications efforts.
- Other projects and responsibilities as assigned by the Communications Director.

QUALIFICATIONS & SKILLS

- Minimum of **four years** of communications or journalism experience performing tasks directly related to this position.
- An understanding of how media (written, visual, or otherwise) can perpetuate harmful narratives about people of color, and how to undo them.
- Successful track record of leading communications projects and/or campaigns.
- Experience managing organizational social media accounts, website content management systems, and mass email service providers such as Constant Contact, iContact, MailChimp, etc.
- Excellent writing and editing skills, especially in a journalistic and conversational style.
- Knowledge of best practices for digital user experience, SEO strategy, and A/B testing.
- Proficiency with HTML and CSS, Microsoft Office Suite, Adobe Design Suite and/or other graphic design and photo editing software.

Preferred qualifications & skills:

- An educational and/or professional background in journalism.
- Experience working with statistics, research, and complex topics.
- Bilingual or multilingual.

TO APPLY

The salary range for this full-time position is \$60,000 to \$70,000 annually, depending on experience. Excellent benefits package, including health, vision, dental, and life insurance as well as a 401k plan with employer match. CCER is an equal opportunity employer. This position is based out of our office in Seattle. This job is posted until filled, but preferred application deadline is 9 a.m., Wednesday, Oct. 3.

Email: ✓ jobs@ccedresults.org

Subject Line: ✓ "Digital Communications Manager [Your Last Name]"

Body of email: ✓ Include where you first saw this job announcement.

Attachments: ✓ **Resume** outlining your work experience.

✓ **Three of your digital work samples**, which may include: websites you managed, newsletters you created, and/or social media campaigns you developed.

✓ **Cover letter** elaborating on your experience and work samples.