

# Position Announcement: Communications Manager

[Colorado Education Initiative](#) (CEI) is seeking a **Communications Manager** to grow our communications and engagement outreach to accelerate progress toward our new strategic plan and vision. This role will lead and support the execution and expansion of communication projects and offerings.

The ideal candidate for this role is highly skilled at developing and executing marketing and social media campaigns, has extensive experience editing and writing public-facing materials for different audiences and platforms, and has a background in executing communications activities to promote the engagement and partnership of different audiences. The candidate also has strong competencies in high-quality project design and project management, including the daily management of multiple internal and external projects. This candidate must be skilled at building and leveraging relationships to implement communications strategies toward a shared vision.

The candidate is excited to join a team grounded in the CEI mindsets: dream big, act small, and pivot quickly; constant learning and adaptation; flexible, nimble, and purposeful; and partnership and service orientation. In addition to the qualifications described throughout this description, the candidate will exhibit belief in and comfort with the [CEI Design Commitments](#), including change management; diversity, equity, and inclusion; youth activation; family and community partnership; social emotional development; and leadership. This position will report to the Assistant Director of Communications and Marketing.

## About Colorado Education Initiative

CEI's mission is to champion, empower, and ignite Colorado leaders to deliver on the promise of public education to develop thriving young people and flourishing communities. CEI is a nonprofit organization that works across the state as an implementation expert, strategic partner, and statewide convener. Over the past 15 years, we have partnered directly with educators and community members in over 150 urban, suburban, and rural school districts across Colorado, and we currently partner with 100 school districts. In addition to our field implementation work, we engage in important policy and innovation agendas in Colorado. Our success is driven by a passionate team of diverse individuals who truly enjoy working together.

We are committed to prioritizing diversity, equity, and inclusion in the work that we support across Colorado. We seek to identify and embed equity-seeking practices in our culture and talent systems and have made a focused set of investments in the related professional development of our team. We believe our work demands this because of the historic and current experiences in the school systems in which we operate and because we believe the outcomes that we seek for students require the prioritization of equity. In all roles, we welcome candidates who are eager to participate in and contribute to this work and whose lived experiences deepen our perspectives on the education system.

## Responsibilities

### Communications and Marketing

- Develop, implement, and manage strategic communications and marketing efforts for CEI partners and projects (e.g., school districts, multi-year initiatives, other education organizations).
- Ensure coherent messaging across CEI's teams, deliverables, and platforms through quality control, consistent support, and systems implementation.
- Design and implement strategies to increase CEI's reach and engagement with a variety of audiences across communications platforms, including Mailchimp, CEI's website, LinkedIn, Facebook, and X (Twitter).

- Provide creative services to CEI staff and external partners, including marketing and communications for events, programs, and projects.
- Track trending topics across K-12 education and identify opportunities for CEI to engage in the conversation.
- Learn new approaches and processes and apply them within and outside of personal areas of expertise to advance the work of CEI and our partners.
- Communicate effectively with different audiences by identifying communication preferences and developing best practices.

### **Editing and Writing**

- Provide editing services to CEI staff and external partners, including copyediting, substantive editing, and design editing supports.
- Edit public-facing content for CEI's resources and marketing materials, including deliverables for CEI partners.
- Ensure that CEI's communications materials are error free, clear, and accurate.
- Write original content for CEI's resources and marketing materials for a variety of audiences and platforms.

### **Project Management**

- Effectively and efficiently track key project dates, tasks, and deliverables for internal and external projects. (Experience using Asana or other project management software is a plus, but not required.)
- Manage a variety of projects, including video production, resource development, marketing campaigns, and deliverables for CEI staff and external partners.
- Collaborate with the CEI Communications Team and other CEI staff to ensure projects remain on track and deadlines are met.
- Anticipate obstacles and challenges and identify pathways and solutions to successfully completing the project.
- Manage multiple projects, deliverables, and deadlines simultaneously.

### **Product Creation and Dissemination**

- Use design programs, including Adobe InDesign, Adobe Express, Canva, and other tools to develop graphics for marketing efforts, and digital and print project collateral. (Experience using applications across Adobe Creative Cloud is highly desirable, but not required.)
- Support the creation and dissemination of a variety of public-facing resources and materials, including videos, presentations, text-based materials, and visual graphics.
- Produce communication and marketing products beginning with concept development through publication.

## **Qualifications**

A successful candidate will have a proven track record in marketing, communications, and/or editing and writing with at least five years of related experience, preferably in communications roles at education, nonprofit, or policy organizations. They will understand the K-12 education context and have skills and experience developing strategic messaging aligned to education stakeholder voices and values. They will have comprehensive communication skills, including the ability to tailor communications to diverse audiences, including family and community members, policymakers, and other education stakeholders.

They will be detail-oriented and organized and have experience managing complex projects, including projects with multiple deliverables, clients, and partners. They will be responsible for developing and executing marketing and engagement campaigns, setting metrics for measuring success, tracking engagement analytics, and developing ideas and strategies to meet communications goals.

They will demonstrate passion for and competence in working across internal teams and organizations to build relationships and develop collaborative products. They will have a record of working relentlessly and with humility to serve partners and teams they are accountable to.

This role requires occasional travel, up to 15 percent of working days.

## Competencies

This position requires strong project leadership and management skills; outstanding verbal and written communication, message development, and editing skills; high standards for quality and customer service; strong organization, multi-tasking, and attention to detail; interpersonal communication, collaboration, and relationship building skills; ability to anticipate and take initiative to predict and solve problems; and experience in graphic design, brand management, WordPress website management, social media platforms, email marketing, and Adobe InDesign.

Proficiency in Spanish is an additional advantage. The candidate will also demonstrate strong emotional intelligence, curiosity, and a willingness to collaborate with internal CEI staff and external partners.

## Compensation

- Full-time position
- Annual salary commensurate with experience in a range of \$65,000-\$80,000
- Competitive benefits package
- Hybrid work environment that includes some flexible scheduling and work-from-home options (regular attendance at in-person meetings in Denver and across the state required).
- CEI's headquarters are in Denver, but if you live elsewhere in Colorado, we would love to connect with you.

## To Apply

Please send a resume and cover letter to [jobs@coloradoedinitiative.org](mailto:jobs@coloradoedinitiative.org). Applicants should indicate the position in the subject line of the email. Note: applications submitted directly through a job listing site will not be considered. Applications will be reviewed on a rolling basis beginning January 15, 2024 and the position will remain open until filled. No phone calls, please.

*CEI is an equal opportunity employer that values diversity in the workplace. CEI strives to be an inclusive organization, and as such takes affirmative action to ensure that discrimination does not occur against an employee or applicant on the basis of race, creed, color, age, sex, national origin, marital status, sexual identity, sexual orientation, religious or political affiliation, disability or any other classification considered discriminatory under applicable law.*