



# COMMUNICATIONS MANAGER

## JOB DESCRIPTION

### BASIC INFORMATION

**Job Title:** Communications Manager

**Travel Requirements:** Limited

**Status:** Full Time, Exempt

**Supervisor:** Chief Development and Communications Officer

**Place of Performance:** Seattle, Washington

**Direct Reports:** Communication Coordinator

**In-Office/Remote:** Hybrid – Tuesday/Thursday in office

### POSITION SUMMARY

Young people grow up in Washington surrounded by a thriving science, technology, engineering, and math (STEM)-based economy, yet they don't always receive the support they need to participate. Washington STEM is a statewide, education nonprofit leveraging STEM for social change, removing barriers to credential attainment, and creating pathways to long-term economic security for systemically underserved students. Washington STEM aims to close pervasive systems gaps for students of color, low-income students, rural students, and girls, by focusing on three critical education spaces: early learning, K-12 STEM, and career pathways.

The communications manager serves as lead on Washington STEM's digital media channels including the Washington STEM website and all social media platforms. The communications manager works to ensure there is a steady drumbeat of stories and original content being created and shared helping to demonstrate the systems-level impact that Washington STEM and partners, including 10 regional STEM Networks, are having statewide. The communications manager also partners with the chief development and communications officer (CDCO) to develop annual organizational communications plans and strategies, identify content development opportunities, create salient messages, and work on other special projects. In addition to leading digital channel management and content creation, the communications manager also serves as a partner to the policy team during the legislative session and oversees all channel analytics and tracking.

Working in close coordination with the CDCO, this position will support the growth and effectiveness of the organization through the creation and dissemination of compelling messages, campaigns, and products. This position requires managing a diverse portfolio of projects, assets, and external vendors in a fast-paced and collaborative environment that requires proactive strategy and timely response to internal and external stakeholders across the state of Washington.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Digital Channel Management

- Lead strategy, daily management, and content scheduling for all of Washington STEM's digital media channels
- Partners with CDCO on development of organizational goals and metrics and identification of

content development opportunities

- Develop strategies and content that align with organizational communications and brand goals.; ensure content is compelling, inspiring, and demonstrates the impact of Washington STEM and that of our partners, including 10 regional STEM Networks
- Responsible for all channel analytics; partner with the communications coordinator on use of Google Analytics and other measurement tools to provide reports on metrics and adapt strategies in response to results
- Primary oversight of organizational website; work with Washington STEM staff to ensure content on the website is up-to-date and that tools are functioning as intended

### **Content Creation & Asset Management**

- Engage in robust blogging schedule to ensure there is fresh content that shares examples of Washington STEM's partnership for systems-level impact
- In partnership with the CDCO, work to identify new content development opportunities and manage editorial calendar
- Brainstorm and collaborate with various internal teams to develop storytelling strategies that align with other communications goals, effectively supporting the organization's strategic plan and goals
- Leads production of monthly newsletter, sourcing and creating content that aligns with organizational goals and amplifies contemporary work and messaging
- Lead creation of organizational videos, managing the entire lifecycle from convening internal partners in storyboarding to production of final piece
- Maintain diverse set of photographic assets, working to secure fresh images when necessary; review organizational system and determine if updating is needed
- Write and revise copy for a variety of products including news releases, blog posts, grant announcements, newsletter copy, invitations, PowerPoint presentations, etc.
- Responsible for photo release management: determining when they are needed, securing, and filing

### **Cross-Functional Team Projects**

- Serve as lead communications partner on internal projects creating/updating report series and other cross-functional team efforts
- Support policy and advocacy team where needed leading up to and during the legislative session
- Co-create campaign strategies and promotional plans for new reports, products, dashboards, data with CDCO; work with internal partners to identify audience and lead execution

### **STEM Network & External Partner Support**

- Cultivate and maintain relationships with regional STEM Network Directors and support as needed in working toward shared goals
- Stay up-to-date on key initiatives happening in partner regions; attend partnership status meetings
- Support STEM Networks as needed on special communications projects

### **Traditional and New Media**

- Develop identification and outreach strategy for social media influencers
- Partner with CDCO to cultivate relationships with journalists, media outlets, and social influencers in support of generating earned media on Washington STEM programmatic, policy, and marketing

efforts

- Maintain internal list of media contacts and ensure they are updated regularly
- Draft press releases as needed

## Knowledge, Skills and Abilities

- Strong editing and proofreading skills with excellent attention to detail
- Demonstrated ability to synthesize the complex
- Ability to lead and prioritize multiple projects with varying timelines to ensure forward-thinking, timely delivery of content, including revision and approval processes
- Excellent interpersonal skills and a strong partner service orientation
- Strong critical thinking and creative problem-solving skills
- Experience managing full-time staff (direct reports)
- Ability to take multiple, complicated inputs from a variety of materials and long form messaging and transform it into simple, succinct communication work products like talking points, Q&A, social content, and similar pieces of content
- Demonstrated project management and organizational skills
- Experience managing organizational social media channels with proven track record of audience growth
- Demonstrated ability to cultivate and maintain strategic relationships with colleagues both internally and externally; understands the importance of cross-team collaboration
- Must be resourceful and proactive
- Knowledge of creative storytelling that is representative of the organization and its priority populations

## QUALIFICATIONS AND EXPERIENCE

- At least 5+ years communications and/or nonprofit experience, bachelor's degree preferred but not required
- Commitment to diversity, equity, and inclusion (DEI)
- At least two years of experience managing staff
- Excellent written and verbal communication skills; able to translate ideas into clear, high-impact written and visual communication
- Demonstrated experience in media-rich storytelling across digital platforms, traditional media, and other relevant areas with the ability to produce actionable analytics and insights
- Demonstrated experience working on cross-functional team projects
- Proficient in Microsoft Office Suite (Word, Excel, Outlook); multimedia software, analytics, and monitoring platforms such as Google Analytics, Spout Social, and others
- Demonstrated proficiency using diverse technology platforms, programs, and packages
- Strong ability to execute work with a Diversity, Equity, and Inclusion lens
- Proficiency in multimedia software and programs like Canva a plus
- Demonstrated proficiency using diverse technology platforms, programs, and packages

## PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job:

- Visually or otherwise identify, observe and assess distance, color and depth; Required to regularly communicate with and exchange accurate information
- Able to operate a computer and other office productivity equipment; able to remain stationary at a computer for extended periods of time and move around his/her assigned work space.

- Ability to manage and balance multiple tasks and priorities simultaneously and regularly
- Ability to react with appropriate levels of urgency to situations and events that require quick response or turnaround.
- Ability to work in open office format. Washington STEM's office design is an open format and the noise level in the work environment is usually low to moderate.
- Frequently move up to 10 pounds and occasionally move up to 20 pounds. The noise level in the work environment is usually low to moderate.
- Must be able to show proof of full COVID-19 vaccination series upon hiring.

## BENEFITS

- Health, dental, vision, Rx, short-term disability, long-term disability, and life insurance.
- Paid time off and holidays, including week at the end of the year
- Matching 401(k)

## HOW TO APPLY

Washington STEM is a proud equal opportunity employer committed to an inclusive work environment and to building a team that reflects the rich diversity of our community. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.

To apply, please submit your resume and a cover letter to [hr@washingtonstem.org](mailto:hr@washingtonstem.org). Your cover letter should express your specific interest in this role as well as responding to these questions:

1. What does it mean for you to have a commitment to diversity and equity?
2. How have you demonstrated that commitment and how would you see yourself demonstrating it at Washington STEM?

Compensation for this role is competitive. The salary range is \$75,517 - \$88,651 and salary will be commensurate with candidate experience. Anyone interested in the position is encouraged to apply early in the process.