

COMMUNICATIONS MANAGER

JOB DESCRIPTION

Job Title: Communications Manager

Reports to: Director of Communications

Direct Reports: N/A

Job Classification: Full time, exempt

Job Location: Seattle, Washington; hybrid (in-office and remote); residence in Washington state, and the ability to come into the office on Tuesdays and Thursdays are required.

Schedule: Typical weekly hours for this position are Monday – Friday, 9am-5pm

ABOUT US

Since 2011, Washington STEM has tackled the root causes of educational inequity and economic injustice so that learners in every corner of our state have what they need to become STEM-literate adults ready to step into in-demand, family-sustaining jobs. Based in Seattle, we are recognized statewide for our strengths in partnerships, data, and advocacy.

Our Values

- Community
- Collaboration
- JEDI (Justice, Equity, Diversity, and Inclusion)
- Learning and Innovation
- Trust

To learn more about us, please visit washingtonstem.org

ABOUT THE POSITION

The Communications Manager's (CM) primary responsibility is to lead Washington STEM's social media, content creation, and brand management efforts. The goal is to consistently demonstrate Washington STEM's credibility and impact, building trust and awareness among partners, donors, education practitioners, policymakers, and the media.

As a member of the Communications team, the CM will partner with the Director of Communications (DC) and the Resource & Development (RD) team to refine and execute Washington STEM's communication strategy across multiple program areas and campaigns, encompassing planning, creative ideation, content development, and engagement tracking and optimization. The CM will bridge strategy and storytelling, ensuring that our outreach and fundraising efforts are grounded in narratives and measurable outcomes from the communities we serve.

The following statements below are intended to describe the general nature and level of work to be performed by individuals assigned to this position. They are not intended as a comprehensive list of all responsibilities, duties, and skills required of personnel so classified.

Core Functions and Responsibilities:

Content Creation and Governance (40%)

- Create and execute campaigns leveraging data, impact stories, and proprietary resources to help drive fundraising and advocacy.
- Work with internal and Program, Impact Policy (PIP) team to translate requests for content development and dissemination related to strategic priorities and projects.
- Provide communications support to the CEO as needed for board meetings and speaking engagements
- Manage media lists and cultivate earned media opportunities.
- Manage the content creation and graphic design process for high priority collateral
- Contribute to event planning and execution.
- Develop content for various projects and channels, including website, social media, emails, reports, and other materials.
- Write original news and story articles.
- Ensure that content is on-brand, values aligned, error-free, and consistent in terms of style, quality, and tone of voice.
- Support video and other media production.

Integrated Marketing & Social Media Management (30%)

- Lead social media marketing across multiple channels and platforms
- Lead email marketing, including content development, list coordination, and engagement tracking
- Track and report on content marketing performance metrics for all platforms (social, email, websites, advertising, etc.)
- Perform regular website content management and maintenance tasks and quality assurance, ensuring information is accurate, relevant, and up to date
- As needed, manage interns or external contractors to execute social media campaigns
- Solicit feedback and provide recommendations for optimization
- Stay informed about industry trends, best practices, and competitor activities to identify opportunities for innovation and differentiation
- Manage all marketing-related vendor relationships, account subscriptions, and monthly billing

Contribute to High-Impact Communications Team (20%)

- Partner with DC to develop and execute annual work plan for performance management and professional development that aligns with annual strategic plan goals.
- Partner with DC to define and develop narratives, stories, and campaigns that support strategic priorities and drive engagement.
- Maintain effective relationships with program team leads to gather and distill data, artifacts, field insights, and stories that inform communications strategy and content creation
- Drive process improvement by cultivating and streamlining cross-team communications and knowledge sharing.
- Partner with DC to monitor department budget to ensure fiscal responsibility.

Participate in Collaborative and Inclusive Culture (10%)

- Support a culture of continuous improvement and development of systems to track progress towards key goals.
- Participate in intentional learning efforts, including events and opportunities relating to understanding and dismantling institutional racism and building cultural humility.
- Contribute toward a positive, inclusive work environment, and participate actively in staff meetings and events, as required.

Physical Requirements

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

- 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 assigned workspace.
- 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 typically low to moderate.

ABOUT YOU

Position-Specific Qualifications and Experience

- Proven experience (3+ years) in marketing and communications, preferably in a non-profit or mission-driven organization.
- Strong writer and editor with an aptitude for creative storytelling.
- Knowledge of brand management and integrated content marketing.
- Able to translate ideas into clear, high impact written and visual communication products.
- Demonstrated expertise in media-rich content development across digital platforms and other relevant areas.
- Analyze data, identify trends, and make data-driven decisions, experience with data visualization is a plus.
- Proficiency in multimedia design tools like Canva, PowerPoint, and Adobe Creative Cloud.
- Proficiency in analytics and monitoring platforms such as Google Analytics, Google Ads, and others.
- Experience with content publishing tools and marketing platforms such as WordPress, Mailchimp, Sprout Social, etc.
- Demonstrated project management and organizational skills; Experience with industry standard platforms such as Monday or Asana.
- Basic understanding of Search Engine Optimization (SEO) best practice.

General Qualifications and Experience

- Maintain regular communication with supervisors regarding work plans and proactively seek guidance regarding priorities and timelines.
- Demonstrated experience leading project teams.
- Ability to manage up to senior program officers, directors, and executive team members to ensure execution of annual goals.
- Ability to exercise good judgment, decision-making, and problem-solving to achieve shared goals.
- Demonstrated success in accomplishing significant results via teamwork and leadership.
- Able to thrive in a collaborative and energetic work environment.



- Demonstrated commitment to JEDI.
- Experience working with diverse communities and building relationships with various stakeholders in a team environment.

Knowledge, Skills, and Abilities

- Strong ability to execute work centering JEDI.
- Strong alignment with our organizational mission and values.
- Ability to be flexible and responsive to changing priorities.
- Ability to be self-directed, take ownership, and see projects and initiatives to completion in a timely manner.
- Excellent verbal and written communication skills.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook) and online meeting tools, such as Zoom and Teams.
- Ability to periodically participate in meetings and events outside of typical business hours.

COMPENSATION

The salary range is \$80,934 - \$113,307. New hires typically start between the minimum and mid-point of the range, and the offered salary will be commensurate with the selected candidate's experience and qualifications.

Additional Benefits:

- Employer-paid medical, dental, vision, Rx, short-term disability, long-term disability, and life insurance.
- Paid time off at an accrual rate of 6.462 hours per payroll, with accrual rate increasing with tenure
- 17 Paid holidays, including one week at end of each calendar year
- Matching 401(k)
- Flexible spending account
- Cell phone reimbursement
- Professional development fund
- Mileage reimbursement for work-related travel beyond normal commute

HOW TO APPLY

To apply, please submit your resume and a cover letter to hr@washingtonstem.org. Your cover letter should express your specific interest in this role and include a statement regarding your personal commitment to equity.

Washington STEM is a proud equal opportunity employer, committed to addressing discriminatory practices, and to working toward racial equity. The equal employment opportunity policy of Washington STEM provides fair and equal opportunities for all employees and job applicants regardless of race, color, religious creed, national origin, ancestry, age, sex, gender identity, pregnancy, sexual orientation, marital status, familial status, disability, genetic information, protected veteran status, or other protected classes under the law in compliance with applicable federal, state and local law.



We are committed to an inclusive work environment and to building a team that reflects the rich diversity of our community. Women, BIPOC, individuals with disabilities, LGBTQIA+, and candidates who represent the diversity and lived experiences of the communities with which we work with are strongly encouraged to apply.