



Communications Manager – America Succeeds

Location: Denver, Colorado

Background

America Succeeds is a non-profit organization committed to ensuring every student is prepared to succeed in the competitive global economy and contribute to their local community. Our mission is to improve educational opportunities, outcomes, and equity by harnessing the influence and acumen of the business community in accelerating systems change. Simply put, we believe that *“great schools are good business.”*

Our portfolio of work includes: national advocacy initiatives aimed at larger culture change; elevating policies aligned to our mission and vision; and, connecting business leaders with our growing network of state partners in Arkansas, Colorado, Idaho, Kansas, Massachusetts, Missouri, North Carolina, Oklahoma, and Texas.

This is challenging and rewarding work, and we are seeking to build our team with a dynamic candidate who shares our core values: 1) Work hard. Play hard. Change the world. 2) Be in service. 3) Act like an owner. 4) Be a great problem solver. 5) We mean business.

Roles & Responsibilities

The **Communications Manager is responsible for developing content and implementing communication strategies and tactics to support America Succeeds’ portfolio of work.** The successful candidate will report to the Chief Operating Officer and work closely with the rest of our small team and partners to elevate America Succeeds as the premier network for business-led advocacy in education.

The role includes, but is not limited to, the following responsibilities:

- **Marketing Strategy:** Plan and execute communication campaigns utilizing an understanding of content marketing, best practices, and how strong, creative branding drives organizational success.
- **Content Creation:** Develop original content for a variety of platforms including printed collateral, social media, email, blogs, and press releases using professional writing and editing skills with strong attention to detail; coordinate with team members, partners, and external contractors as needed.
- **Website Management:** Support the development, updating, and maintenance of America Succeeds’ websites; manage integrations between platforms to meet the organization’s contact database/listserv growth goals.
- **Social Media Management:** Manage America Succeeds’ social media profiles; monitor partner social media content. Develop and maintain the social media content calendar and thoughtfully contribute to stakeholder conversations.
- **Data & Analytics:** Track online traffic and engagement analytics across platforms including websites, social media profiles, and email campaigns. Leverage information to

- develop and continually adjust marketing strategy.
- **Branding & Graphic Design:** Design graphics for print and digital distribution, both in-house and through external contractors; ensure a consistent and professional brand style, tone, and voice is communicated in all content, products, and platforms.
- **Event Planning:** Support the planning and day-of implementation of event programming and network engagement opportunities for America Succeeds and strategic partners, as necessary, including signature events.

This position may require some occasional travel.

Qualifications

We are seeking a rising, task-oriented doer with experience working independently and as part of a team who aligns well with our core values. The successful candidate will be able to manage multiple projects and quickly adjust priorities to meet client and stakeholder needs. The successful candidate will have an entrepreneurial approach to identifying and capitalizing on opportunities and seek practical solutions to problems with a curious, creative, and collaborative nature. To achieve this, candidates will have a minimum of 3-5 years of relevant experience, as well as some combination of the following:

- **Storytelling and communications experience:** Demonstrates strong understanding of communication tools and strategies; desire to deploy those skills through written, verbal, and graphic mediums to deliver messaging aligned with a mission and tell stories that advance initiatives
- **Writing and editing skills:** Demonstrates strong writing and editing skills, with experience developing everything from blog posts and newsletters to issue briefs and social media posts
- **Solutions-oriented, problem-solving mindset:** Demonstrates strong critical-thinking ability, comfort working through problems with limited support; ability to engage multiple constituencies and execute creative problem-solving that ‘threads the needle’ when needed
- **Team-player orientation:** Enjoys collaborating; natural tendency to pitch in, build relationships, and view success as when the team gets things done
- **Initiative:** Works effectively as a self-starter capable of balancing multiple assignments in a fast-paced environment; motivated by a growth mindset and proactively seeks to improve upon current skill set and/or learn new skills when the opportunity arises
- **Highly-organized, attention to detail:** Efficiently manages time, assignments, and other projects in a professional manner; enjoys applying organizational skills and attention to detail to new challenges; experience supporting and executing events for diverse audiences preferred

Technical Skills and Qualifications

- Google G Suite & Microsoft Office
- Social Media Management; Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.
- Experience in Adobe Creative Suite (Photoshop, Illustrator, and Indesign)
- Experience with email marketing tools and automation; Mailchimp preferred
- Basic knowledge of CRM solutions; Salesforce preferred
- Basic knowledge of analytics solutions; Google Analytics preferred

- Basic knowledge of website CMS systems; Wordpress, HTML, and CSS preferred
- Basic knowledge of online project management tools; Asana preferred
- Bachelor of Arts / Bachelor of Science

Compensation

This is an excellent opportunity for a highly-motivated professional looking to build their skills and experience while making an impact with a fast-growing, nationally respected organization. We are seeking an individual of outstanding quality with high growth potential. America Succeeds is prepared to offer an attractive compensation package (commensurate with experience), including a generous commitment to a healthy work/life balance and health, retirement, and vacation benefits.

To Apply

To apply, please send resume, cover letter, and portfolio of work to elerum@americasucceeds.org. We review applications on a rolling basis – so it is advantageous to apply as soon as possible.

America Succeeds is committed to fostering and capitalizing on the diversity of our organization. We are an equal opportunity employer and seek individuals of all ethnic and racial backgrounds to apply to this position. If you would like to learn more about our mission, please visit our website at www.americasucceeds.org.