JOB DESCRIPTION

CRTWC seeks a remote part-time (21 hours/week) Communications Manager to join our small but mighty team. As the Communications Manager, you will be responsible for creating and implementing an effective communications strategy that increases CRTWC’s visibility, reach, impact, and enrollment in our professional development (PD) programs. You will work collaboratively with our executive team to create messaging that supports educators in meeting the needs of kids across the country.

ABOUT THE CENTER FOR REACHING & TEACHING THE WHOLE CHILD

The Center for Reaching & Teaching the Whole Child (CRTWC) offers online professional programs to develop the social, emotional, and cultural competencies of classroom teachers, those entering the teaching profession, and K-12 students (www.crtwc.org). In these programs we support educators to create equitable classrooms where all students can learn and thrive. CRTWC is a nonprofit project under the fiscal sponsorship of Community Initiatives.

JOB RESPONSIBILITIES

The Communications Manager coordinates CRTWC’s strategic communications plan. Responsibilities include:

● Developing, coordinating, and implementing CRTWC’s marketing and communications plan
● Collaboratively developing core messaging
● Supporting enrollment in our suite of online PDs through clear and cohesive messaging
● Working with CRTWC’s executive team to develop a content strategy that optimizes web, list, and social media growth
● Drafting and/or editing a range of CRTWC communications, from digital and fundraising communications to publications copy
● Managing the publication of major reports and other designed communications
● Working to develop and execute plans to expand email lists and leverage opportunities for fundraising
● Positioning leadership staff to be spokespeople
● Supervising design, writing, editing and proofreading vendors as well as communications volunteers

QUALIFICATIONS, SKILLS & EXPERIENCE

Required qualifications:

● Five or more years of experience working in communications roles at nonprofit agencies, preferably for educational organizations
● A proven track record of using messaging to support sales and building a digital presence
● Excellent writing, editing, and proofreading skills
● Experience managing websites, including editing content in WordPress or Drupal websites
● Experience managing social media accounts and creating posts
● Experience writing content for and managing publications projects such as reports, flyers or handbooks
● Experience creating newsletters and marketing emails in platforms such as MailChimp

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Center for Reaching & Teaching the Whole Child (CRTWC)
Communications Manager

- Basic competence in photo editing using Photoshop or similar programs
- The ability to work collaboratively with others, including CRTWC staff and consultant
- A passion for education and children’s success
- A commitment to taking an antiracist stance
- Fluency in English

Preferred qualifications:

- Experience maintaining a website
- Experience working in the education field
- Experience with basic video editing

TO APPLY

Please submit a resume, cover letter, and recent samples of your writing or links to your work to heidi.crtwc@gmail.com.

WORKING FOR CRTWC - BENEFITS

- Fully paid Kaiser HMO for the employee only
- $50,000 life insurance policy
- 401k and 3% employer match

EQUAL EMPLOYMENT OPPORTUNITY

Community Initiatives is an equal opportunity employer and gives consideration for employment to qualified applicants without regard to age, race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability or protected veteran status, or any other status or characteristic protected by federal, state, or local law.