

Communications Associate

Job Description



About the Position

The Communications Associate supports the development and implementation of Maker Ed's communication-related strategic priorities. They support the communications team with content creation and publishing of content across multiple platforms, manage the internal contacts database and communications-related documentation, track analytics, and support field-wide community building and outreach.

Responsibilities

Content Creation & Development

- Produce and schedule Maker Ed's communications in accordance with publishing matrix and editorial calendar — e.g., network communications, social media posts (e.g., Twitter, Facebook, Instagram, and LinkedIn), newsletters, announcements, appeals, events, etc.
- Promote Maker Ed's professional development events (such as onsite workshops and the Maker Educator Convening), special projects (such as the Youth Makerspace Playbook and other publications), program-related recruitment, fundraising and awareness campaigns, and job opportunities through online communications platforms
- Plan and support documentation of Maker Ed's in-person events through photography, videography, and/or written articles
- In collaboration with the relevant team members, elevate the voices of Maker Ed's programmatic partners and community members through communications and storytelling campaigns
- Assist with branding, web design and development, and technology-related projects as needed, by: ensuring that all content is held to high standards of grammar, accuracy, and functionality; creating and updating pages on Maker Ed's website; and planning, editing, and publishing blog posts on makered.org
- Write and disseminate press releases for Maker Ed's major announcements around new projects, programming updates, and events

Database Management

- Coordinate the creation, organization, and maintenance of Maker Ed's internal contact relationship manager (CRM) system
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Communications Associate

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- Manage Maker Ed's internal photo and video library, including tracking permissions and keyword tagging

Data Analytics & Impact Tracking

- Collaborate with the Director of Impact to set up systems to consistently review data collected from Maker Ed's communication platforms
- Assess and report on website traffic and email program performance on a regular basis — e.g., monitor email list growth, engagement, and A/B testing of new tactics; monitor and analyze implications of website traffic through Google Analytics or other tools; monitor and report on usage statistics for resources within Maker Ed's online Resource Library; etc.
- Assist the Director of Development with grant proposals and reports, by gathering and tracking programmatic data about Maker Ed's workshops, programs, and events
- Assist the Director of Development with grant cycle tracking: thanking, reporting, and submitting final reports on grant-funded projects
- Support Maker Ed's individual giving program

Community Building & Outreach

- In collaboration with partners at Digital Promise, manage the Maker Promise digital media campaign, including the Maker Promise website, newsletters, and the creation and publication of new advocacy resources
- Assist with operations, coordination, and execution of an annual Maker Educator Convening
- Represent Maker Ed at local or regional gatherings and major conferences, whether to host meetups or to connect with and hold focus groups about maker educator communities
- Contribute to and utilize Maker Ed's CRM to track and analyze outreach and publicity efforts, including actively building relationships with school districts and other institutions, such as libraries and museums, involved in maker education
- Support the development and execution of a long-term press and media outreach plan
- Utilize Maker Ed's CRM to identify, track, and reach out to press outlets and writers who may be interested in Maker Ed's work, maker education, and/or other related topics

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Knowledge, Skills, & Abilities

- Must be a quick learner and self-starter with strong organizational skills.
- Must have excellent written and verbal communication skills, and be able to accurately and professionally represent our organization.
- Ability to prioritize and multi-task with attention to detail and high level of accuracy.
- Must be able to work well with others and be flexible and adaptable in a changing and sometimes high-pressure environment.

Experience & Expertise

- This position does not require a college degree.
- Please have 1–3 years of relevant experience with social media management, marketing, copywriting, or other related fields.

Accessibility & Work Environment

- Requires sitting, talking and listening for 4+ hours per day. An average of 4-5 hours per day will be spent at a computer using a keyboard. Reaching with hands and arms is necessary. Certain situations may require lifting items up to 20 pounds. Position requires the ability to travel by car or plane for required local and national travel.
- Most work to be performed at location in the Berkeley-area office. Shared office space that has continuous ambient noise and combination of artificial and natural light. Closed-door offices without natural light are available for private meetings and additional workspace. Occasional local SF Bay Area travel may be required for this position.

How to Apply

Visit <https://makered.org/get-involved/careers/apply/> to submit your resume and cover letter. Applications will be accepted on a rolling basis until the position is filled. The application process will include one phone conversation and two in-person interviews. The salary range for this position is \$53,000–56,000.

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About Maker Ed

Maker Ed is a non-profit organization dedicated to creating more opportunities for all young people to develop confidence, creativity, and interest in science, technology, engineering, math, art, and learning as a whole through making. Through its support of educators and communities, Maker Ed plays a national leadership role in both broadening access to and deepening the impact of meaningful making and learning experiences for youth.

Learn more about who we are and what we do at [MakerEd.org](https://www.MakerEd.org).

Maker Education Initiative is an independent 501c3 and “at-will,” equal opportunity employer. Maker Ed is committed to equity as an organizational priority and we strongly encourage applicants from a diversity of backgrounds and from communities most impacted by an unjust education system. Employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender identity (including pregnancy and/or gender expression), color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance. Reasonable accommodation will be made so that qualified disabled applicants may participate in the in the application process. Please advise in writing of special needs at the time of application.
