Director of Communications

The Director of Communications leads the development and implementation of Maker Ed’s communication and program evaluation work. As a key part of programmatic leadership, they are the holder of our storytelling efforts and provide a throughline for our partnerships, program, and evaluation teams. The Director of Communications is a thoughtful leader, strategic thinker, experienced writer, and creative problem-solver who is thoroughly familiar with web-based communications and a wide range of current social media platforms. They manage a cross-cutting team that includes programmatic content, evaluation, and communications.

ROLE AND RESPONSIBILITIES

Strategic Programmatic Leadership

- In collaboration with the Director of Learning and the broader Maker Ed team, the Director of Communications will support cohesive programs, including working to:
  - Center liberatory and equitable practice at Maker Ed and in our external work
  - Create workflows and structures to ensure the effective implementation and communication of Maker Ed initiatives across teams
  - Support integration across Maker Ed programs to ensure programmatic alignment
  - Hold spaces for reflection on and revision of Maker Ed organizational practices
  - Hold and facilitate spaces for collaboration and collective work
- Manage cross-cutting team in order to ensure cohesive programming
- Manage the internal creation of Maker Ed programmatic and communications content

Communications Leadership and Strategy

- Center diverse narratives, equity, and BIPOC voices throughout Maker Ed’s communications
- Support internal and external “storytelling” and communications around Maker Ed’s equity journey
- Develop and implement an innovative and comprehensive marketing & outreach plan to:
  - Expand Maker Ed’s reach among K-12 educators in the United States;
  - Include strategies for growing revenue through funder relationships and earned income through events
- Develop external message positioning on relevant educational issues and branding and determine delivery and timing of these messages to target audiences
- Network and communicate directly with Learning Team members to ensure consistent strategy implementation, delivery of tools, and messaging
- Ensure Maker Ed’s partnerships, programs, and evaluation work are represented in engaging and interactive ways
- Elevate the voices of Maker Ed’s programmatic partners and community members through communications and storytelling campaigns, in collaboration with team members
- Drive 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
Serve as a Maker Ed’s media contact for news releases, articles, and incoming inquiries
Manage a portion of the overall Communications budget
Manage and cultivate external vendor and consultant relationships for communications work, such as social media consultants, graphic designers, photographers, and contract web developers

Program Evaluation
- Provide thought partnership for Evaluation and Scalability Manager to manage, coordinate, and execute the collection of data from Maker Ed program teams, partner organizations, and stakeholders
- Support team members to reflect on and analyze programmatic data in order to support programmatic improvement
- Manage and cultivate external vendor and consultant relationships for evaluation work
- Assist the Director of Development with:
  ○ Grant proposals and reports by gathering and tracking programmatic data
  ○ Grant cycle tracking, including: thanking, reporting, and submitting final reports

Organizational Leadership
- Work with the Leadership Team to develop and maintain internal communications processes, expectations, and priorities
- Mentor and provide direction to colleagues in communications strategy, targeted communications to internal and external audiences, and effective promotion
- Analyze, synthesize, and produce key insights that can easily inform multiple audiences across the Maker Movement—from key leadership (i.e. Leadership Team, Board Members) to our wide network of supporters via storytelling media and platforms
- Approach leadership with a coaching, transformative leadership stance and provide thought partnership, expectation setting, and support to members on team
- Collaborate with the Director of Partnerships and Development to build and solidify Maker Ed’s pool of individual donors
- Coordinate and assist in the administration and planning of large organizational events, such as the annual Convening and professional learning workshops as needed
- Assist colleagues in preparing speeches, letters, and articles as needed

Qualifications
The ideal candidate will be comfortable engaging with varied and diverse kinds of educators with confidence. They will have a deep appreciation for Maker Ed’s mission; and the ability to articulate it effectively and eloquently. Technical skills in graphic design, web design, photography, and social media are highly preferred.
- Bachelor’s Degree or equivalent experience
- Minimum of five years demonstrated experience in communications or marketing, preferably in an educational environment
- Ability to work independently, collaboratively, or in a leadership role within multi-functional and diverse teams
Excellent interpersonal and communication skills; attention to detail and comfort both delegating/supervising work, and working to a deadline

- Strong design skills
- At least 5 years of experience doing communications work at a corporate, management, or organization-wide level
- Advanced knowledge and understanding of all aspects of communications, including various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications
- Experience with program management and evaluation
- Familiarity with nonprofit fundraising and financial management

ACCESSIBILITY & WORK ENVIRONMENT

Maker Ed staff currently all work remotely, but are planning to re-open with a hybrid and flexible office schedule in late summer/early fall. Our national office, “The Community Studio,” is located in Berkeley, California. We are open to this being a remote position, but we have a preference for candidates who would also be working on Pacific time or are within driving distance from our office. We are also interested in meeting candidates who might be interested in moving to the Bay Area once the COVID-19 pandemic is over.

- 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 a 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, cover letter, and a sample of your work. Applications will be accepted on a rolling basis until the position is filled. The application process will include an initial remote conversation (via Zoom or phone) with one Maker Ed staff, a remote interview (via Zoom) that includes submitting work on a sample project, and a final remote interview (via Zoom).

DETAILS AND LOGISTICS

This is a full-time position, which is currently four days a week. This schedule will remain through August 2021 and may return to a five-day work week in September.

The starting salary for this position is $90,000. In addition, we offer 100% employer paid health, vision, and dental coverage for employees and dependents are covered with a $25 monthly co-pay. In addition, we match requirement contributions up to 5% with flexible investment opportunities to help you manage your personal financial planning.

We offer these supports to promote work - life balance:
● Paid time off: vacation; holidays; sick days (if you, a partner, family member are sick) and mental health wellness time.
● We close down for 1 week in the summer and 2 weeks in December to provide all staff time to rest and take a break together.

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.

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 application process. Please advise in writing of special needs at the time of application. Maker Ed is committed to building a diverse staff and strongly encourages applications from candidates of color.

Our Vision
Learning isn’t filling a bucket: it’s lighting a fire. At Maker Ed, we are building towards a vibrant future where every child’s passion comes to life. We believe maker-centered learning has the power to transform the educational experience for every child, and we imagine a future in which all children—regardless of class, gender, race, ability, or geography—have equitable access to learning experiences that support the development of their own agency and problem solving dispositions as they become lifelong change-makers.

Our Mission
The mission of Maker Ed is to harness the potential of making to transform teaching and learning.

Maker Ed’s Values
We are a values driven organization, and believe that in order to do our work effectively, we must model the practices and values inherent in the work we do. Our values drive our decision making, programs, and the learning experiences we hope educators will shape for children when they engage in making.

● **Equity.** We believe maker education must ensure that every child gets what they need to develop creativity, knowledge, and skills for life.
• **Community.** We honor the history, culture, strengths, and leadership in communities. We value teamwork and collaboration, building relationships and connecting with others to achieve common goals.

• **Joy.** We believe that classrooms should be lively and full of joyful exploration and discovery, understanding that hope plays an integral role in being able to imagine and work towards a vibrant future.

• **Agency.** We trust that children are inherently capable and we prioritize learners receiving the resources and support they need to voice and act on their unique thoughts, choices, and ideas.

• **Learning.** We believe that learning experiences should create opportunities for students to follow their own passion and curiosity, find their purpose, and become lifelong learners.