

Community Coordinator - 2021

Position Description

The Community Coordinator supports the growth of Maker Ed's online community through outreach, relationship-building, online and event facilitation, and database management. They are central to our ambitious goal of growing our network from 45,000 to 90,000 educators over the next year. They also support learning events and the development of partnerships at Maker Ed. The Community Coordinator reports to the Community Engagement Manager and works closely with our program and communication teams.

You're perfect for this role if:

- You love meeting new people and acting as a connection point between them.
- You're excited to join a small-ish team.
- You're comfortable being a public representative for an organization; you are comfortable and excited to meet and talk to new people. Cold-calling or emailing school district managers and other non-profit organizations does not phase you!
- You love data analysis and spreadsheets:
 - You easily recognize and search for patterns in large amounts of data
 - You can zoom out to see the large scale of our relationships
- You love efficient, documented processes. You work smarter, not harder — and want to support coworkers in doing the same!
- But at the same time, you understand that the impact of a community or network comes from the individual people within it!
- Knowledge of CRM database management (we use CiviCRM, but experience with Salesforce or other CRM platforms, especially from a nonprofit perspective, is still a plus!)
- You have some experience in a community-focused or educational role in the past. (For example: you were a classroom teacher for a few years, you're heavily involved in a forum or Discord for a hobby you're excited about.)
- Understanding of and familiarity with the basic pedagogy underlying maker-centered learning.

Role & Responsibilities

Outreach & Network Building (40%)

- Center diverse narratives, equity, and BIPOC voices throughout Maker Ed's network.

- Participate in the development of outreach strategy, aligned with our Theory of Change, in order to support the growth of the community, attendance at events, and use of the online Resource Library, in collaboration with the Director of Communications and the Community Engagement Manager.
 - Prioritize network growth and outreach efforts in order to expand Maker Ed's reach among BIPOC/QTPOC K-12 educators in the United States.
 - Supports an org wide 40% increase in recruiting across all program areas.
 - Supports a 50% increase in traffic to the website and 100% increase in third-party mentions.
 - Perform focused outreach around the launch of our new online platform.
- Reach out to potential partners through email, exploratory phone calls, and follow up with the Director of Development and Partnerships on opportunities for collaboration.
- Update and maintain Maker Ed's Constituent Relationship Manager (CRM) database on a regular, ongoing basis. (Update contact records, smart groups, finding and merging duplicate records, etc.)
- Analyze CRM data to identify opportunities for outreach, partnerships, and targeted marketing.

Facilitation & Community Building (40%)

- Collaborate with Learning Team members to align facilitation norms and strategies, ensuring cohesion across programs.
- Support in the creation of a long-term community engagement plan for the Maker Ed Community Network in collaboration with Community Engagement Manager.
- Program and facilitate conversations among educators in Maker Ed's online community spaces, such as the Maker Ed Learning Lab Facebook group, Maker Ed's online network platform, the online Resource Library, or via Twitter chats.
- Assist with hosting and facilitating events, such as maker educator meetups and workshops, in collaboration with the Learning Events Manager (online for now, possibly in person later, if pandemic conditions allow for a return to in-person events at the Maker Ed Community Studio).

Internal Staff Support (20%)

- Assist the Learning Content Strategist with technical support and maintenance of the online Resource Library.
- Assist the Evaluation Manager with data analysis as it relates to CRM data
- Assist the Learning Events Manager with events-related communications (drafting, scheduling, and proofreading email correspondence, and responding to questions and queries from event attendees).

Qualifications

The ideal candidate will have 2-4 years of relevant experience in community management or partnership development and:

- Excellent written and verbal communication skills.
- Proficiency using spreadsheet software such as Microsoft Excel.
- Familiarity with Maker Ed's learning pedagogy (hands-on, liberatory, anti-racist learning practices). Even better if you have some experience creating your own maker-centered learning experiences and activities!
- Some experience managing or moderating an online-based community, such as a Discord server, online forum, Facebook group, or open-source community.

Nice to have:

- Experience working directly with youth in any kind of educational setting is a huge plus!
- Management and administration of CRM databases (preferably in a non-profit context)

Accessibility & Work Environment

Our national office, "The Community Studio," is located in Berkeley, California. Maker Ed staff work on a hybrid schedule, with some staff fully remote and some staff in the office 1-3 days a week. 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.
- Work performed in the Berkeley-area office offers closed door offices with natural light and windows to fresh air, as well as an outdoor seating and lounging area in our back garden.
- Staff who need or choose to work in the office must show proof of vaccination. Maker Ed maintains safety protocols for mask wearing, social distancing, and cleaning while in the office.
- Occasional local SF Bay Area travel may be required for this position.
- COVID - 19 Vaccine Policy: In accordance with Maker Ed's duty and commitment to prioritize the health and safety of employees and provide and maintain a workplace that is free of known hazards, employees are required to receive the COVID-19 vaccine. This policy applies

to all employees [including temporary employees and contractors] who will interact with the public and/or co-workers. We adopted this policy to safeguard the health of our employees and their families, our partners and visitors, and the community at large from COVID-19. This policy complies with all applicable laws and is based on guidance from the Centers for Disease Control and Prevention, the California Department of Public Health, the Alameda County health department and all applicable state and local health orders.

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 base salary for this position is \$50,000 depending on experience. 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](https://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

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.

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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.

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

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