Community Engagement Manager

The Community Engagement Manager is responsible for the leadership and implementation of Maker Ed’s strategic priority to build webs of support and community opportunities to educators. They support the development of comprehensive content and communications across multiple platforms, oversee the development of our Online Community, and support communication, and outreach for all Maker Ed events. The Community Engagement Manager manages the Community Coordinator and reports to the Director of Communications.

Roles and Responsibilities

Programming and Engagement

- Define and set the vision, direction, timeline, and goals for an online Maker Educator Community
- Moderate and facilitate formal and informal ways to engage with the Online Community, whether through discussion threads, social media connections, storytelling, chats, or other means of connection
- Build, maintain, and grow Maker Ed’s relationships with educator partners through outreach around curriculum, content, and professional development
- Manage external relationships with programmatic partners with a focus on advocacy, community-building, and online tools
- Envision and implement online and in-person community events (see Learning Events below)
- Collaborate with the Learning Team to ensure the Maker Ed resource library is up to date and all content is complete, correct, and searchable.

Platform and Functionality

- Communicate with web developers and contractors to ensure that Maker Ed’s Online Community Platform has solid functionality and an excellent user experience
- Manage the partnership and workflow with developer and UI/UX experts to design an ongoing series of virtual, web-based, and online MVPs (minimum viable products) as part of a larger community implementation or platform.
- Ensure tracking of engagement and user behavior and create feedback loops with Online Community members to ensure we are building useful functionality.
- Design and implement an ongoing community outreach strategy to expand the reach and size of the Online Community, engage new community members, and announce new features and projects.
Organizational Communications

- Support the Director of Communications to develop and implement of a comprehensive content and communications strategy
- Collaborate with the Learning Team to create opportunities to share, connect, and discuss the field of maker education, and to highlight and elevate the work of Maker Ed’s and our institutional and programmatic partners through the Online Community.
- Ensure all Maker Ed staff are informed or participating in the development of the Online Community and community events as appropriate
- Participate in communications team meetings and impact meetings as needed
- Ensure maintenance of Maker Ed’s Constituent Relationship Manager (CRM) database in CiviCRM, by:
  - Creating and maintaining event templates
  - Training and supporting all staff on data entry processes
  - Analyzing and revisiting processes as needed
  - Coordinating with external website development contractors to implement Civi customizations as needed

Events

- Oversee the operations, coordination, and execution of community events.
- In collaboration with the Learning Events Manager, oversee the operations, coordination, and execution of events, including Maker Ed’s workshops, the Institute, the Convening, or other events hosted by Maker Ed.
- Create, update, and publish web-based content for events and special projects (for example, event registration forms, pre- and post-surveys, program-related web pages, and email messaging). Coordinate with other members of the Learning Team on content as needed.
- Represent Maker Ed at local or regional gatherings and major conferences, for the purpose of: hosting maker educator meetups; connecting with maker educators and related organizations; expanding Maker Ed’s reach and audience; and/or holding focus groups about maker educator communities.

Content, Impact, Communications, Partnerships & Development

- Manage the Maker Ed Community Coordinator
- Create and implement outreach, recruitment, and marketing plans for the Online Community, in collaboration with the Director of Communications
- Develop and implement an evaluation plan for Online Community, in collaboration with the Evaluation & Scalability Manager
- Share the stories of the Online Community and its participants, in collaboration with the Director of Communications
  - Ensure Maker Ed’s communications and storytelling campaigns center our target audience
- Cultivate relationships with external partners & participate in partnership conversations that relate to the Online Community & give input into partnership participation and direction in collaboration with the Director of Strategic Partnerships
- Share the work of Maker Ed externally, including conference presentations and other events

General Roles and Responsibilities
- Participate in staff, co-lab, and lateral meeting times
- Participate in organizational work, including sprints, support squads, and whole group visioning

Qualifications

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

- Centered equity, justice, and liberation in their previous work.
- Management and/or leadership experience.
- 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!
- At least 1 year of experience managing or moderating an online-based community, such as a Discord server, online forum, Facebook group, or open-source community.
- Experience working with online Content Management Systems such as: Wix, Wordpress, or Drupal.
- Management and administration of CRM databases (preferably in a non-profit context)
- Experience and ability to manage a website.
- Knowledge of best practices for the management of web-based projects. While coding experience is not required, having a technical understanding of how websites are hosted, maintained, built, and managed is necessary.
- Experience managing complex projects with many stakeholders — for example, balancing the needs of fundraising partners, web developers, end-users, and internal staff.
- Excellent written and verbal communication skills.
- Proficiency using spreadsheet software such as Microsoft Excel.
- Proficiency using Google Suite applications.

Nice to have:

- Experience working directly with youth in any kind of educational setting is a huge plus!
- Proficiency with project management software like Asana.
- Experience designing long term learning arcs for educators.
- Experience designing both long and short term curricular projects for youth.

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/](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 $65,000 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](http://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.